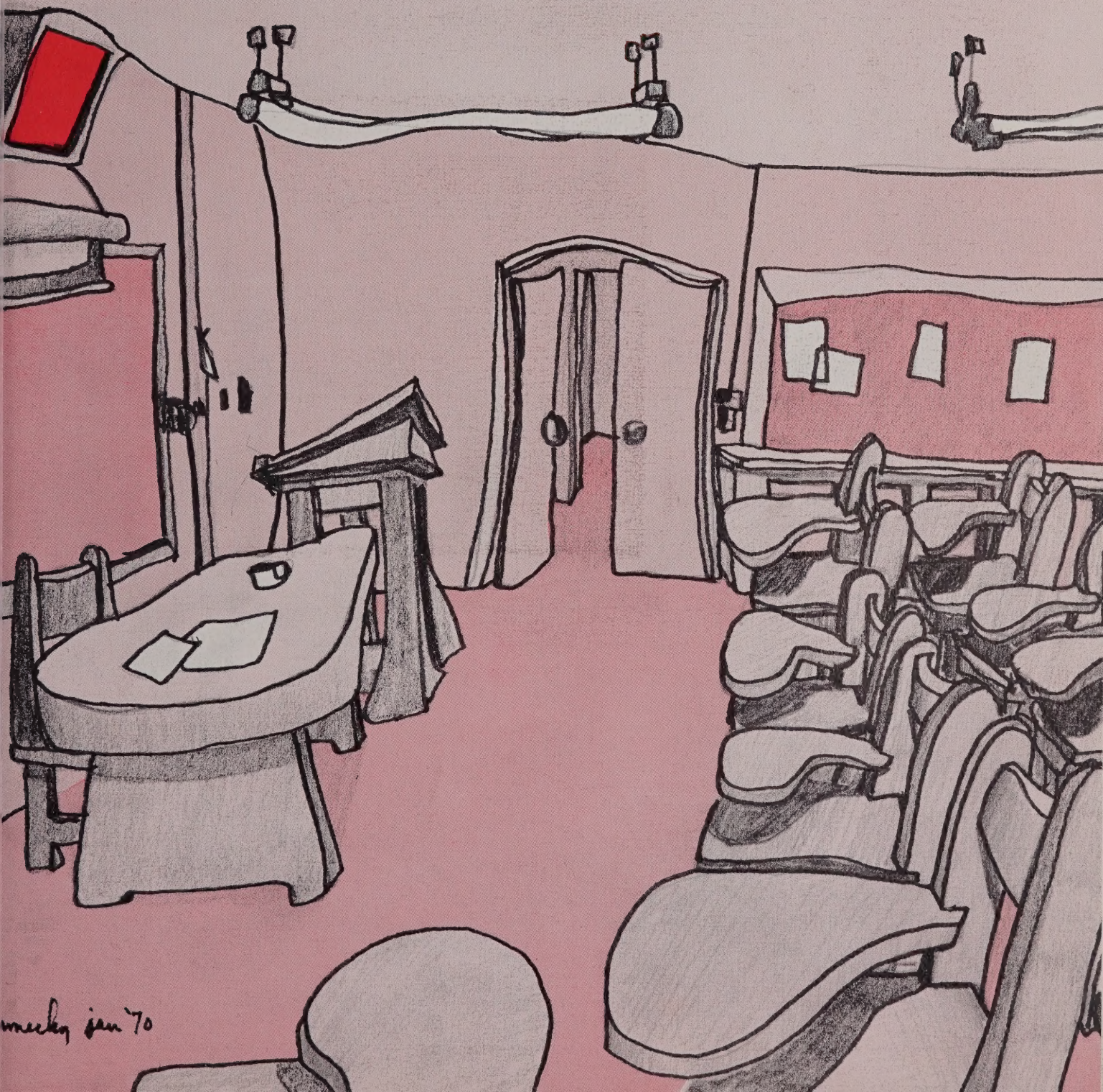
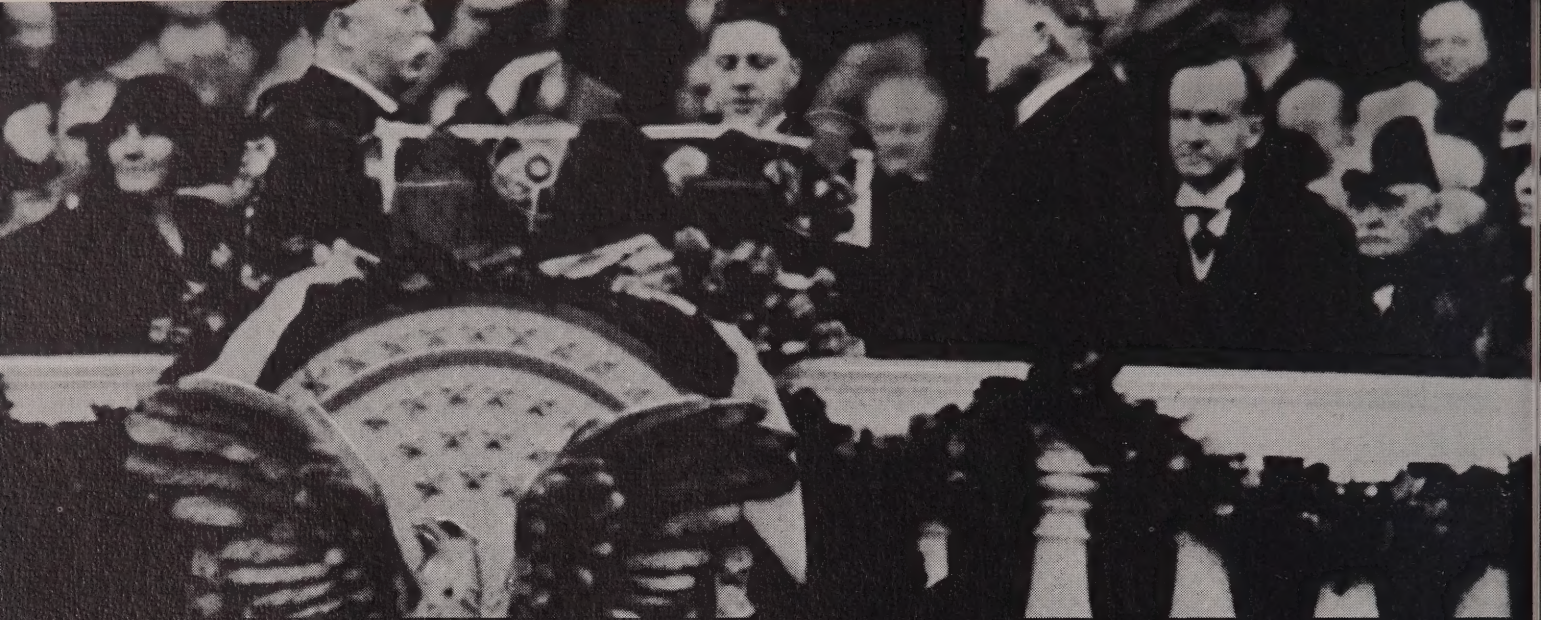


JOURNAL OF COLLEGE RADIO

FEBRUARY, 1970



meeky jan 70



“...and now the
President of the
United States
Hoobert Heever.”

(BROADCASTING BLUNDERS #1)

COLUMBIA SCHOOL OF BROADCASTING

NOT AFFILIATED WITH THE COLUMBIA BROADCASTING SYSTEM, INC.,
OR ANY OTHER INSTITUTION.



FEBRUARY, 1970
VOL. 7, NO. 45

Vice President and Publisher
JACK DESKIN

Editor-in-Chief
TED LEITNER

Associate Editor
DALE ROSS

Assistant Editor
WILLIAM HUGHES

Director, Art & Design
WILLIAM BURNS

Director, Circulation
TOM AHLGRIMM

Director, MID
ED MEYERING

Director, Advertising
GARY SCHAEFER

Contributing Editor
BILL McCLOSKEY

Sales Representatives
G. R. HOLTZ
MAURICE A. KIMBELL CO., INC.
2008 W. Carson St., Suite 203
Torrance, Calif. 90501
213-320-2204

MAURICE A. KIMBELL CO., INC.
580 Market St., Room 400
San Francisco, Calif. 94104
415-392-3365

IBS, INC.
President
GEORGE F. EUSTIS, JR

JOURNAL OF COLLEGE RADIO

Intercollegiate Broadcasting System, Inc.

Department of Radio-TV-Film
Oklahoma State University

305 Communications Bldg.
Stillwater, Oklahoma 74074

IN THIS ISSUE

A MANAGER LOOKS AT THE GRADUATE	8
I.B.S. CELEBRATES 30TH ANNIVERSARY	10
STATION OF THE MONTH	14
KNBU REMODELS	20
NORTH CENTRAL CONVENTION	23
WHAT OTHERS ARE SAYING	24
BROADCASTING'S EFFECTS	27

DEPARTMENTS

PUBLISHER'S REPORT	2
FROM THE EDITOR	4
REGIONAL NEWS	5
NATIONAL NEWS	6
STUDIOMATE	7
McCLOSKEY REPORT	12
MUSIC INDUSTRY DEPARTMENT	18
FCC ACTIONS	21
TECH TIPS	22
PLANNING & DEVELOPMENT DIVISION NEWS	23
OPEN LETTER TO THE JOURNAL	25
INDUSTRY NEWS	26
SIGN OFF	28

ON THE COVER

College radio was born on the campus during the 1930's. Today it represents one of the fastest growing industries in the country. Our artist, Dean Varnecky, shows the close tie of college radio and the classroom.

The Journal of College Radio is published monthly except January, May, June, July, and August by Department of Radio/Television/Film of the Oklahoma State University, Stillwater, for the Intercollegiate Broadcasting System, Inc. (a non-profit organization), 2005 Industrial Bank Bldg., Providence, R.I. 02903.

The Journal of College Radio was founded in 1941 by the Intercollegiate Broadcasting System, Inc., using the title IBS Bulletin. The name was changed in 1955 to IBS Newsletter. In 1964 it became COLLEGE RADIO and in 1969, *The Journal of College Radio*.

Annual subscription price is \$2.50. Single copy price 50 cents, and the Annual, published in October, \$1.00. Outside the U.S.A. add \$1.00 per year for postage. Single copies, add 25 cents. Back issues when available, are \$1.00. Reprint cost given on request.

Send subscription order and change of addresses to: Circulation, *The Journal of College Radio*, Dept. of Radio/TV/Film, 305 Communications Bldg., Oklahoma State University, Stillwater, Oklahoma 74074. On changes, please include both old and new address plus address label from back of Journal, if possible.

Second-class postage paid at Stillwater, Oklahoma 74074. Printed by Heritage Press, Stillwater, Oklahoma, U.S.A. Copyright 1970 by IBS, Inc.

PUBLISHER'S REPORT

JACK DESKIN

The network commentators and political experts tell us that the 60's was a bad decade from almost every standpoint. But, there is one area that did excell during those unstable years. That area is college radio. As the 60's brought change, college stations were the forerunners in change.

A change came in music, and college radio was there. Whereas most stations waited until the music had changed and established itself, the campus counterparts were accepting it and revamping their programming to fit the new music. Audiences were at a loss in most regions of the country because they liked the new sound but could not hear it on the former music pacesetters. They then turned to the campus station and found it. It took a while, but the record industry came to recognize the power of these—for the most part—low power stations. One-by-one, little-by-little, each record company was asking questions of campus broadcasting. The age old problem of being overlooked when a promotional disc was being distributed, was lessening. (Unfortunately, this problem has not been solved in all cases.)

Last December, Mercury's Johnny Sipple said that college radio has proven once and for all that these stations can make a record happen. He was referring to "*Je T'aime . . . Moi Non Plus*" by Jane Birkin and Serge Gainsbourg. This recording made the Hot 100 chart almost totally on the strength of college radio airplay. Sipple said that this was the first time the sales—nearing 100,000—could be traced almost directly to college radio. Now, the major market stations are picking it up. Sipple said, "But the real success of this record has been due to the college stations."

Dave Smith who handles promotions and Artist Relations in the Southwest for Paramount Record Distributors recently said, "... I feel College Radio is becoming a very major factor in record sales and performance." He went on to say he wanted to place college stations on his mailing lists for records and information.

Of course, Paul Brown should never be overlooked when discussing the belief of college radio.

The 60's also proved college radio's advertising and merchandizing power. The power has always been there, but so have the stumbling blocks. Cigarette advertising started early and was out to prove the strength of college radio. Then an industry association ban compelled the tobacco people to stop all campus advertising. This smarted for a while. But, the pain was eased when a major soft drink firm became interested in college stations. A major oil company came in about the same time. The stumbling block this time was a weak, ineffective, national station rep. (There is no need to mention the name, as most stations will remember the company, and probably have a stack of past-due statements to remind them of this phone booth operation.) A few years later another national station rep opened up that offered the stations professionalism and honesty. National sales started growing again. As long as professionalism and honesty remain, the national sales picture will continue to grow.

The Corporation for Public Broadcasting was another happening of the 60's. With it came help and financial aid to the noncommercial college stations.

The area of community needs and public interest had its moments too. But, not enough. Maybe the 70's will be the decade for this vital area. As Ted Leitner pointed out (JCR, Nov. '69), "... the realm of localized programming is and has been no lost art among college radio stations. A constant involvement by some news departments has served to establish the college media as an important force in contemporary public service." He was referring to the involvement of WHRB during Harvard's campus demonstrations last spring. It is times such as the above mentioned that college radio can point to "its finest hour."

February 19th denotes the 30th anniversary of the Intercollegiate Broadcasting System. I hope our audience continues to believe us now that we're "over 30."



They learn from the best combo* on campus

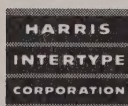
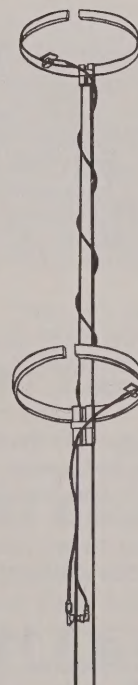
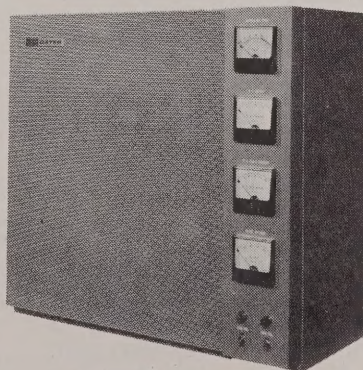
More college radio stations educate, entertain and inform students with this great Gates combo than with any other. And every semester the total grows.

Why? Because the Gates BFE-10C is specially designed—and FCC approved—for educational FM broadcasting. It features a reliable, easy-to-understand exciter with direct crystal controlled cascade modulation. And the self-contained BFE-10C is so compact it mounts easily on a wall or desk top.

Add our two-bay FM-22 omni-directional antenna with a power gain of 1.6 and you'll have more than just the best combo on campus. You'll have a station designed for the future—today!

Let's talk it over. For more information on this economical twosome, call (217) 222-8200. Or write Gates, 123 Hampshire Street, Quincy, Illinois 62301.

**Gates' 10-watt BFE-10C
FM transmitter and two-bay
FM-22 omni-directional antenna.*



GATES
A DIVISION OF HARRIS-INTERTYPE



FROM THE EDITOR TED LEITNER

Those of the citizenry that are inclined to believe that a sociological panacea is impossible to find had better take a second look. The American who has been plagued with riots, battle deaths, poverty and militancy is now firmly convinced that all his troubles have been caused by the "small group of affluent Easterners," whose bias we've all been exposed to in recent years. The solution: more regulation of the broadcasters.

Make no mistake about it. The broadcaster is in serious trouble and the road ahead is going to be one that is marked by stringent application of the present rules and regulations and the addition of possibly even more powerful legislation. People who don't want to be shown things as they really are, the good with the bad, are going to see to it that the "small group of censors in the New York newsrooms" are subordinated to the wishes of the average viewer or listener. Show us only what we want to see (exclusive of civil strife, My Lai's, and Democratic Conventions) or suffer the Federal consequences.

Don't get the impression that the average viewer has this preoccupation with seeing only the bright side as his single most dominant characteristic. His naivety concerning the goals of broadcasters is surely enough to overpower any other trait. The public's view (and that of the FCC) of American free enterprise is applicable to all businesses, with one glaring exception. You guessed it—broadcasting. All other entrepreneurs are expected to invest huge sums of money, take the capital risk, use the maximization of profit motive and run their business with the idea of realizing a profit in the long

run. But not the broadcaster. He's expected to invest thousands, even millions of dollars, take all the risks that other businessmen face, plus many others, and then think *only* of the public welfare. The broadcaster is accused of being too concerned about his own profit and not concerned enough about his influence on the audience. Such is the cornerstone of American democracy. Just as some men are seemingly more equal than others, all businesses can seek maximum profits but one. Before too long, the broadcaster will be a veritable sharecropper, taking all the risks, doing all the work with his own knowledge and then turning over the benefits to the government or some inexperienced strike applicant.

Here again, the broadcaster is being asked to take all the risks and do all the work but the minute he steps out of line

(under the FCC's interpretations) he is told to sell the store. You have only to look as far as Boston to witness an entrepreneur, after investing millions, being forced to vacate the premises and sell to a group who has done nothing under the free enterprise system to warrant the acquisition. Try bargaining for a fair price for your station and equipment after you've been told that you must vacate. Not exactly a comfortable position in the financial driver's seat.

Where is all this national panic leading to? Some say that the answer may be in the creation of a cabinet-level position in Washington that will have the authority to regulate broadcasting and its related fields. After listening to the Vice President of the United States attack the men who gave unfavorable reviews to the President's November 3rd Vietnam speech, the idea of a cabinet member controlling broadcasting scares me to death. And it should scare you.

Imagine the impact of having a man so close to the President as the administrator of an agency similar to the FCC. Any network newsman that attacked the administration would probably find himself a correspondent covering the llama races in Bangkok and his network affiliates wondering what business they might enter after the next license renewal episode. After the President's, "You won't have Nixon to kick around anymore" speech to the press following his 1962 California gubernatorial defeat, there is no doubt that he is extremely sensitive to criticism. When he sends his right-hand man out to intimidate the men who did the criticizing, then things have gone too far in obliterating the concept of a free press. No, one thing we don't need is a cabinet member, a Presidential appointee and political compatriot of the Chief Executive, running the regulation of broadcasting. The current situation already parallels this possibility.

From the broadcaster's standpoint, there is no panacea, either, when it comes to solving the problems that now face the industry. The main idea is that the broadcaster or the potential student broadcaster should not sit back and casually watch his industry being washed away by Federal and interest-group erosion. Support for the pending Pastore Bill is something we must fight for; and *now*. The longer the period of time between now and passage of the bill, the more Administration-directed intimidations and uneducated and unwarranted accusations will be leveled against the broadcaster that will jeopardize its ultimate passage.

REGIONAL NEWS

NEW ENGLAND REGION

In the "New England Guide to Radio Station Hard Knox," acting Regional Director Dic Allen relates interest kindles at the November 15th meeting in the use of AT&T WATS Line Service as a relatively inexpensive real time network link for stations in the New England Region. January is also election time for a new regional director in this region. Dic invites interested parties to contact him at WPKN.

MIDDLE ATLANTIC REGION

Bill Hess, manager of Radio Station WNYU at New York University who has so successfully hosted a record number of IBS meetings in the past including two annual conventions, is hard at work with Regional Director Mark London and his staff on the plans of a February 14th Regional Meeting at the University Heights campus of NYU. Stations from

the adjoining New England and Empire Regions are also invited to attend.

SOUTHERN REGION

Larry Phillips, Southern Regional Director of two years ago, is back at the job again and hopes to regain the lost time. He is now working on a Southern College Radio Conference for March. Possible locations include Birmingham, Clemson and Nashville, since the last three meetings in that area have been in Atlanta.

NORTH CENTRAL REGION

Regional Director Tom Karnowski continues to crank out his outstanding monthly publication, "Format," which is the shame of all other regional directors. Attendance at the November North Central Regional Convention hosted by WMMR at the University of Minnesota certainly proved a reward for Tom's many efforts.

MIDWEST REGION

Newly appointed Regional Director Daryl Woodson of the University of Iowa is hard at work on plans for a regional meeting and seminar to be held in February on his campus.

CANADIAN REGION

Canada's Department of Transport, their analog of our F.C.C., has run a transmitter, seized upon attempted import to the University of Ottawa, through their type approval test evaluation. We informally understand they are pretty satisfied with the results enough to allow the University of Ottawa to go ahead with the use of the equipment pending later actual field evaluation of the broadcasting results. It's encouraging to see this interest on the part of DOT in establishing defined rules and requirements for campus limited AM broadcasting.

REGIONS AND DIRECTORS

NEW ENGLAND REGION (Maine, Vermont, New Hampshire, Massachusetts, Connecticut and Rhode Island):

Dic Allen
c/o WPKN
University of Bridgeport
Bridgeport, Connecticut 06602

MIDDLE ATLANTIC REGION (New York City, Long Island, New Jersey, Delaware and Pennsylvania out to a 250 mile airline radius from NYC):

Mark London
63 Mount Pleasant Avenue
Hanover, New Jersey 07935
(201) 839-9579

CAPITOL REGION (Maryland, Virginia and the District of Columbia):

Midn. Daniel D. McConnell
16th Company, U.S.N.A.
Annapolis, Maryland 21412

SOUTHERN REGION (North Carolina, South Carolina, Tennessee, Alabama, Mississippi, Georgia and Florida):

Larry K. Phillips
P. O. Box 1931
Atlanta, Georgia 30301

EMPIRE REGION (New York State with the exception of NYC and Long Island):

Edward M. Szynaka, c/o WCVF
State University of New York
Fredonia, New York 14063

GREAT LAKES REGION (Michigan, Indiana, Ohio, Kentucky, West Virginia and that area of Pennsylvania over 250 miles airline from New York City):

Michael D. Jones, c/o WSAJ
Grove City College
Grove City, Pennsylvania 16127

SOUTHWEST REGION (Oklahoma, Texas, Arkansas and Louisiana):

Perry E. Thoele
c/o Radio-TV-Film Department
Oklahoma State University
Stillwater, Oklahoma 74074

NORTH CENTRAL REGION (North Dakota, South Dakota, Minnesota and Wisconsin):

Thomas Karnowski
Box 134
Sauk Rapids, Minnesota 56379
(612) 252-7489

MIDWEST REGION (Nebraska, Kansas, Iowa, Missouri and Illinois):

Daryl C. Woodson
c/o KICR-570 South Quadrangle
University of Iowa
Iowa City, Iowa 52240
(319) 353-5500

NORTHWEST REGION (Washington, Oregon, Idaho and Montana):

Daniel Ketcham
Northwest Nazarene College, Box K
Nampa, Idaho 83651

MOUNTAIN REGION (Wyoming, Utah, Colorado and New Mexico):

Active regional director needed.

PACIFIC COAST REGION (California, Nevada and Arizona):

Michael E. Bloom, c/o KCSB
University of California
Santa Barbara, California 93106

CANADIAN REGION (the Provinces of Canada):

Lawrence Bedder, Director
I.B.S. Canadian Region
325 Blecker Street, Apt. 609
Toronto, Ontario M2E 2B2, Canada

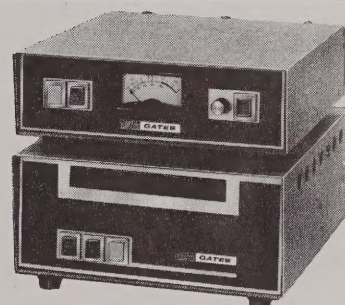
OVERSEAS REGION (everything that's left!):

Regional Director wanted!

IBS REGIONS COORDINATOR (Provides assistance to the regional directors and a unified channel of communications to the IBS national organization):

Richard H. Crompton/home tel. 215-644-1688
Vice President-Regions
248 Swedesford Road/work tel. 215-644-4096
Malvern, Pennsylvania 19355

Richard H. Crompton/home tel. 215-644-1688
Vice President-Regions
248 Swedesford Road/work tel. 215-644-4096
Malvern, Pennsylvania 19355 215-644-1123



World's Finest
Tape Cartridge System

CRITERION

World's Largest Selling
Tape Cartridge System

CRITERION

World's Most Reliable
Tape Cartridge System

CRITERION

Available for prompt
shipment. Order today.
Call (217) 222-8200.



GATES

A DIVISION OF HARRIS-INTERTYPE
123 Hampshire St., Quincy, Ill. 62301

NATIONAL JOURNAL OF COLLEGE RADIO NEWS

NAB RISE

The National Association of Broadcasters announced recently that they entered the new year with 4,240 members, 48 more than on January 1, 1969.

Alvin M. King, NAB's director of station relations, issued the new membership figures for radio and TV stations and networks and associate members.

AM radio station members now total 2,214, an increase of two over a year ago. FM station members now total 1,209, an increase of 30.

ENGINEERING AT PURDUE

Vincent Wasilewski, President of the National Association of Broadcasters, spoke briefly at the graduation banquet at Purdue University on December 12th.

Mr. Wasilewski's talk was in conjunction with the week-long Management Development Seminar in engineering at Purdue. The conference, which was held under NAB auspices, attracted fifty-two engineers from throughout the United States and Canada.

HELICAL SCAN MEET

After two earlier successful meetings, the National Association of Educational Broadcasters (NAEB) held another institute on the maintenance and operation of helical scan video recorders-reproducers, January 25-28. The meeting was held at the Sir Walter Raleigh Hotel in Raleigh, N.C.

The Institute on video tape recorders is a 30-hour course designed by the NAEB primarily for the audiovisual technician responsible for the operation of such equipment. The course assumes no prior training in video recording on the student's part and only an elementary knowledge of television systems in general.

FM ALLOCATIONS

The FCC is continuing its study into the possibility of establishing an assign-

ment table and allocations standards for non-commercial educational FM stations, following the same general lines as those for commercial FM stations.

Discussions are continuing with the Canadian Government regarding the allocation of the non-commercial band and in addition, discussions are under way with Mexican authorities, heading toward an agreement between the United States and Mexico covering the entire FM band.

CODE SCHOLARSHIPS

Three state broadcaster associations—Oregon, North Dakota and Vermont—have qualified for \$250 Radio Code Scholarship grants from the Radio Code Board of the National Association of Broadcasters.

To qualify for such a grant, which goes to a broadcasting student of the association's choice, an association must increase the number of stations in its state subscribing to the Radio Code to at least 50 percent of the stations. Where 50 percent already has been reached, an association must bring in a Code gain of 10 percent. In both instances, the increase must be maintained for at least six months.

HOW TO TALK...

FCC Commissioner Nicholas Johnson, who spoke out in an article in the December issue of the Journal ("So You Want to Go Into Broadcasting?") is coming out with a new book in the near future.

Title of the book is, "How to Talk Back to Your Television Set."

WMTH CELEBRATES


January 10, 1970 marked the tenth anniversary of broadcasting to the Maine Township community of Park Ridge, Illinois by WMTH-FM.

The station scheduled a 13-hour anniversary broadcast beginning at 8 a.m. and continuing through 9 p.m., including documentaries on: the history of Maine Township high schools, the history of


Maine sports, the development of educational broadcasting, the history of early radio programming and the World of the 60's. Former staff members sent taped congratulatory messages to the station for use on the anniversary broadcast.

Throughout the special day, WMTH conducted a toy and book drive for Dixon State School, in addition to holding an open house for all Chicagoland radio and television disc jockeys.

The station is a non-commercial, educational operation owned by the Board of Education of Township High School District Number 207 and operated by the students of the three Maine high schools. The broadcast day is from 10:00 to 6:00 and offers a great variety of programming to the Township audience.


Spotmaster

Tape Cartridges



All lengths and sizes stocked — fast service — highest quality

Series	Type	Time at 7½ ips	Unit Price
300	20 sec. (13')		\$1.90
300	40 sec. (25')		1.95
300	70 sec. (44')		2.00
300	100 sec. (63')		2.15
300	140 sec. (88')		2.25
300	3½ min. (132')		2.40
300	5½ min. (207')		2.75
300	8½ min. (320')		3.55
300	10½ min. (394')		3.70
600	12½ min. (470')		5.30
600	16 min. (600')		5.95
1200	26 min. (975')		9.05
1200	31 min. (1163')		9.95

Also: DL cartridges (for Spotmaster delay machines), empty cartridges, bulk tape, tape-tags and other accessories.

ANY ASSORTMENT—NO MINIMUM ORDER

BROADCAST ELECTRONICS, INC.

— A Filmways Company —

8810 Brookville Rd., Silver Spring, Md. 20910

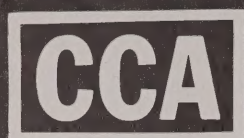


Studiomate

This month's studiomate is Robin Parks, a junior at Samford University. Her major is Elementary Education.

The
NEWEST
MEMBER

OF



ELECTRONICS



REK-O-KUT

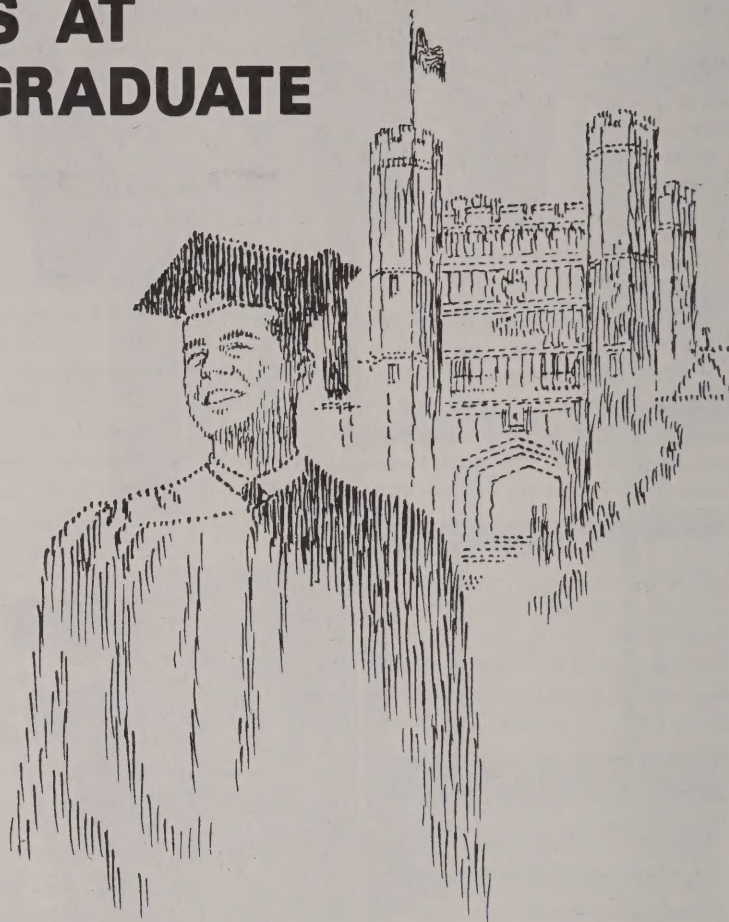
REK-O-KUT
COMPANY, INC.

1568 NORTH SIERRA VISTA, FRESNO,
CALIFORNIA 93703 • Phone: 209 251 4213

a division of

CCA ELECTRONICS CORP.
716 JERSEY AVENUE, GLOUCESTER CITY,
NEW JERSEY 08030 • Phone: 609 456 1716

A MANAGER LOOKS AT THE GRADUATE



by Joseph D. Coons
President & General Manager
WOHI - WRTS
East Liverpool, Ohio

First, let's set the record straight: I own an AM/FM; I consult for stations employing hundreds; and I represent an equipment manufacturer in 12 north-eastern states. And, although some believe me to be old (34), others think I'm still fairly young (34). My feelings are influenced, of course, by my own relative success in the business; I admit that I tend to judge others by the standards I set myself. So much for ego and a frame of reference. Now, let's get to the point.

I believe that a young person who has commercial radio experience, carrier current or otherwise, is often as valuable as the young person who is the product of a radio-TV school. In fact, I prefer the experience to the formalized training. Here's why.

Broadcasting schools are often Ivory Towers. In spite of comments to the con-

trary by Spiro Agnew, broadcasters today are an amazing consolidation of businessmen and idealists. They are anxious to serve their towns, yet they realize that they must appeal to lots of people to survive. Schools too often emphasize the "quality" programs, the "fine" music, the "great" drama as important, forgetting that if no one listens, no one is influenced. The first requirement for success in broadcasting is to have an audience. Having that advantage, a station, to make a positive impact, must *influence* the audience, and that requires a creative, attention-getting style of production and writing. I know one manager who editorializes on extremely important, controversial subjects. He says he uses the New York *Daily News* as his stylebook for editorial programming. "What good do they do if no one understands them?", he says.

Broadcasters are in business to make a profit. A radio or TV manager can do as much as he wants, as long as he can afford it. A simple truth. But a truth often forgotten. When a station allows its staff so much "public-service" time it can no longer serve at all—it has wagered its right to serve and lost. But, make a station a real money-maker, with gross sales above the average, then, and only then, can it contribute time and effort above average. I am not too sure that the typical school teaches this reality.

Broadcasting schools teach little about sales. I have hired numerous radio-TV college graduates, and I am constantly amazed how few know the sales "lingo" of radio or TV. Test yourself: What is an availability? An adjacency? CPM? A Cume? ROS? TF, TFN, or TN? A hitch-hike? A cowcatcher? A billboard? What is a double truck? What does PUR stand for? Not knowing these doesn't make you a dummy, but it does indicate a lack of exposure to broadcast sales. (In order, they mean a spot position that is unsold; a position next to a program; cost per thousand listeners/viewers; total number reached; run-of-schedule; 'til forbid; 'til further notice; 'til notified; a promo or spot on the end of a program; a promo or spot on the beginning of a program; an advertiser credit for program sponsorship; two full pages of advertising for the same customer, in the same publication, arranged so they face one another; and "persons using radio" in a survey report).

Selling radio is no great glamour job; neither is selling TV. Broadcast advertising is hard to measure, usually judged by advertisers less important than newspaper, and easily cut when financial pressure is on the buyer. That is why radio and TV salesmen are on the top of the heap when compensation schedules are arranged by salary. . . their work takes exceptional persistence and initiative.

Broadcasting schools teach little about management. A radio station manager once said "take dealing with people out of my schedule, and you'd take away 75% of my work." Of course, he was talking about staff people, and he was right! To be an effective manager involves a little psychology, a little sociology, and a little business administration. But more important than any of these, effective management takes self discipline. Since the manager sets the pace for his organization, he must be a hard worker, pay attention to details, and aspire to excellence. He is very highly motivated, and if

he is to run a good station, he will be like a boy scout: loyal, trustworthy, etc. Of course, no manager is perfect; but no good manager lacks self discipline.

What, then, does a manager like me look for?

First, I look for honest self-appraisal and understanding. A good student knows in what areas he is prepared, and also is aware of his shortcomings.

I look for alertness, especially in those areas which so obviously will influence his interviewer. If a student is not aware of the impact of slovenly appearance or casual timing for an interview, then he is a poor communicator.

I look for high initiative and persistence, revealed by the way the student asks me about my organizations. I tend to be far more interested in the graduate who wants to work for us, than the student who needs more information on how we will work for him. I want a graduate who believes in himself enough to *know* that he will do well on my team.

I look for graduates who understand that security comes not from what the employer gives, but from the employee who is worth giving a lot to. I shy away from people who worry about security. And, I like people who see their opportunities.

There you are, a nutshell summary of one guy's prejudices and generalizations about candidates. And, if you are a graduate or someone about to graduate, and you have overcome some of these weaknesses, come see me.

I can always use a good man or gal, especially with the background a good liberal arts and science education has given them.

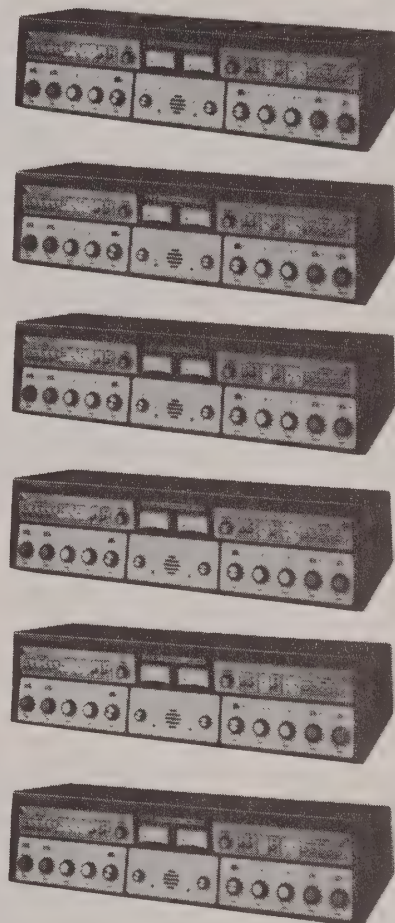
2 New Chapters for Iota Beta Sigma

Carroll College and Fredonia State College became the 43rd and 44th chapters of the Iota Beta Sigma National Broadcasting Fraternity.

Accepting the charter for Carroll, was the Faculty Advisor, Mrs. Ellyn L. Wiens, Assistant Professor of Speech and Advisor to WCCZ Radio, and the President of the new local, Nicholas Retson, a Speech major at the college. The chapter had not picked a name as JCR went to press.

The station at Fredonia is WCVF. No name has been picked for this chapter either.

COMPARE... YOU'LL BUY a CCA "ULTIMATE" 10 FADER STEREO or DUAL CHANNEL MONO CONSOLE



We've not spared any expense in offering our completely transistorized, full capacity, ten fader stereo and dual channel mono consoles. We're using Altec faders, Altec pre-amplifiers and Altec transformers!! Substantial switchcraft switches!! A completely enclosed RF shielded metal cabinet dressed with mahogany wood and covered with handsome formica!! Switching facilities beyond your expectations!! You will understand why we call these consoles — the "ULTIMATE". Detailed literature upon request.



CCA ELECTRONICS CORP.
716 Jersey Ave., Gloucester City,
New Jersey 08030 • (609) 456-1716

INTERCOLLEGIATE BROADCASTING SYSTEM CELEBRATES 30th ANNIVERSARY

February 19, 1970, marks the 30th anniversary of the Intercollegiate Broadcasting System, Inc. Back on that date in 1940, thirteen colleges gathered at Brown University to plan the growth of a campus-limited broadcasting system for their respective schools.

It all started in 1936, when George Abraham and David Borst interconnected the output circuits of half-a-dozen radios in a dormitory to enable students to hear classical recordings and also to permit two-way communication between the dorm rooms. The idea was so successful that other dormitories were added. It became known as the "Brown Network." In 1938, the net moved from Abraham's dorm room to the Student Union. The following year, low-level r.f. signals were used with the presently established lines to provide reception for all students living on campus. In the true broadcasting spirit, this wired-wireless became commercial with the sale of time to local merchants.

Early attempts to find national sponsors for programs revealed the need for a larger audience than a single college campus could offer. A meeting was called for February 19, 1940, at Brown University. Representatives from Columbia, University of Connecticut, Cornell, Holy Cross, Pembroke, University of Rhode Island, St. Lawrence, Wesleyan, and Williams met and became charter members of IBS.

These delegates were provided with a copy of "A Handbook for College Broadcasting," which had been prepared by Dave Borst, based on his nearly four years experience as the technical manager of the Brown station. This later became part of the IBS Master Handbook.

The next year saw the start of the IBS Bulletin, forerunner of the JOURNAL OF COLLEGE RADIO, and a Convention held in New York City. The same year saw three national advertisers using college radio—Esso Gasoline, Beechnut and Barbasol.

In 1941, the System was incorporated under the laws of the State of Rhode Island as a non-profit corporation.

The years between 1941 and 1945 saw many of the IBS services introduced and an annual convention held in New York. After World War II, Codes covering Business, Programming, Technical, and General aspects of campus radio operation were introduced. The famous capped microphone, the IBS service mark for so many years, was designed by Lincoln Diamant, a student at Columbia University.

The next year, IBS was able to register campus call letters with the FCC.

Low-power radiation devices had become so popular in the late 1940's that the FCC realized that its rules for such operations were inadequate, and in 1949, it proposed stricter regulation of all such devices, with carrier-current broadcasting being placed under the same rules as standard AM stations. IBS immediately took action intended to provide special rules for campus radio which would insure acceptable performance but not impose unreasonable restrictions.

We're very close to a lot of famous people.



This close. And even closer. To the Rock-ers and the Bach-ers. To the string sections and the swing sections.

Because Neumann's U-87 is made that way. It's the only condenser microphone designed to work up-close without distortion. And with absolute fidelity.

It has three-directional patterns. An overload protection switch. Base roll-off switch. And, of course, it has the distinguished Neumann insignia on the front—the world-famous standard of excellence.

The U-87 also has one dis-advantage: We've had reports of lipstick on the grille, because performers can get so close to it.

If you can put up with *that*, we promise you the greatest separation and presence ever.

Cost: \$336, including cable and mount, and then you're ready to compare the U-87 with any microphones you've ever used. You'll see, they don't even come close.

Write today for our free brochure.

GOTHAM
AUDIO CORPORATION
2 West 46th Street, New York, N. Y. 10036 (212) CO 5 4111
1710 N. LaBrea Ave., Hollywood, Ca 90046 (213) 874 4444
In Canada J. Mar Electronics Ltd.

In 1950, IBS, after many years of effort, obtained a ruling from the Internal Revenue Service that telephone lines used by IBS stations for broadcast program purposes were tax exempt.

Two years before the fifth decade of this century began, the system had developed the regions of IBS and let each select their own director to help govern the System.

The 50's was a time when IBS introduced new services to member stations, such as programs and experimented with the idea of seeking national advertisers. It also was the time that the FCC was closing down many college stations because of illegal radiation. It was during this time that commercial low-power FM broadcasting was first explored by the System on the basis that many stations and listeners would be interested in the better quality of FM, but that a number of these stations could not afford to operate educational, non-commercial FM stations.

Publication of the Master Handbook commenced in February, 1959, and nearly three hundred pages of data for campus stations were issued in the following year. The Newsletter Editor undertook to keep campus stations informed of national developments on a current basis.

The summer of 1962 witnessed the merger of IBS and College Broadcasting Affiliates.

1963 was the year College Radio Placement Service was added to the growing list of IBS services. The College Radio Alumni Association was formed toward the end of the year.

In March of 1963, the collegiate broadcaster was able to read the first edition of *College Radio*, a complete trade magazine containing news and photographs of interest to further communication in and among the industry.

The Programming Department of IBS was established at the University of Virginia's Radio-TV Center in the spring of 1964. During that school year, more than a thousand hours of IBS programs were aired by campus stations.

The following years were marked with the growth of Iota Beta Sigma and the national convention. The Jewelry Department of IBS also expanded during this time.

The IBS Board of Directors announced in the spring of 1968 that *College Radio* was moving from its home at Lehigh University. After five years of publication at its birthplace in Bethlehem, Pa., CR moved to Oklahoma State University.

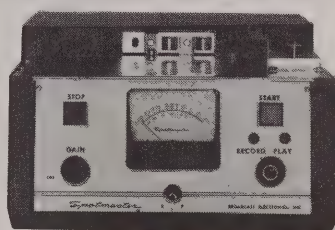
Editing and Publishing was to be done under the supervision of the Department of Radio/TV/Film.

Several changes came in 1969. Member Services moved out west to the University of Idaho. Iota Beta Sigma moved its national offices to Garnerville, N. Y. *College Radio*, to keep up with the growing needs of the many facets of collegiate broadcasting, changed its name to more accurately describe itself. It became the JOURNAL OF COLLEGE RADIO. JCR abandoned its RCRD section and began forming MID, Music Industry Department, in an effort to help solve many of

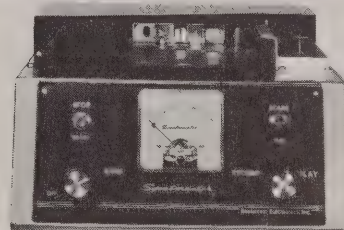
the problems member stations were having with the record companies. The Board of IBS met in September and created a new area that has been growing by leaps and bounds in the past several weeks—Vice-President for Planning and Development.

Thirty years is a short time when compared to the many changes and services offered to members by IBS. There are still many problems facing the college broadcaster and there are many problems facing IBS. But, working together, the next thirty years should be, well, let's say interesting!

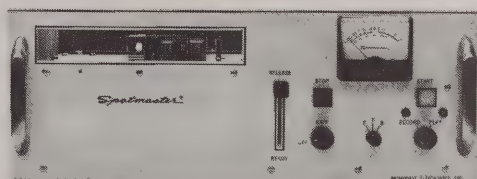
The Spotlight Is on *Spotmaster* Superior Tape Cartridge Recording and Playback Equipment



Model 500 C



Model 400 A



Model 500 CR

COMPACT 500 C SERIES—Completely solid state, handsome 500 C equipment features functional styling and ease of operation, modular design, choice of 1, 2, or 3 automatic electronic cueing tones, automatic record pre-set, separate record and play heads, A-B monitoring, biased cue recording, triple zener controlled power supply, transformer output . . . adding up to pushbutton broadcasting at its finest. Specs and performance equal or exceed NAB standards. Record-play and playback-only models are available.

RACK-MOUNTED 500 C MODELS—The 500 CR rack models offer the same Model C design and performance features and are equipped with chassis slides ready to mount in your rack. Each unit slides out for easy head and capstan cleaning and other routine maintenance.

All 500 C models carry iron-clad full-year guarantees.

ECONOMICAL 400 A SERIES—Now even the smallest stations can enjoy Spotmaster dependability with the low-cost, all solid state 400 A series, available in compact record-play and playback-only models. Performance and specifications are second only to the 500 C series.

For complete details about these and other Spotmaster cartridge units (stereo, delayed-programming and multiple-cartridge models, too), write, wire or call today. Remember, Broadcast Electronics is the No. 1 designer/producer of broadcast quality cartridge tape equipment . . . worldwide!

BROADCAST ELECTRONICS, INC.

8810 Brookville Road, Silver Spring, Maryland 20910; Area Code 301, 588-4983



CAPITOL HILL

McCloskey Report

NEWS DIRECTOR
WASH-FM
Washington, D.C.

Here are a few new telephone numbers for news directors to add to their file of automatic answering news lines. Department of Transportation releases can be recorded from (202) 962-0039. The Minnesota Education Association now has an "Education Line" operating, similar to the NEA's line in Washington. In addition the NEA actualities the MEA features education news of local and regional interest. The number is Area Code 612 and then the word EDUCATE (338-2283). Southeast stations can get the NEA service at (404) 523-5848. Regional material will also be available at that number.



GAMES PEOPLE PLAY

The legal folks at the NAB say that it's illegal for you to run promos of bingo games or any other lotteries, even if you don't mention much information about the lottery. If its bingo and you call it a "Big Game", you lose. The thing to consider is "consideration"; that is, do you have to pay something to play. This would also seem to rule out advertisements for school groups selling chances.

Maryland has recently had a bill passed in the legislature which outlaws all games. The legislation was aimed at supermarket and gas station games, but it was made sweeping so that loopholes would be avoided. Now, some radio stations are wondering if this means they can't have mail-in and phone-in contests. I've heard nothing definitive on this so far. But, Virginia's legislature is considering a ban on gas station games and the legislator sponsoring the bill says he thinks it should be modeled after the Maryland law.

THE VICE PRESIDENT

The flap between the Vice President and broadcasters has all occurred since this column last appeared. I'm sure any of you who are interested have already read enough about it, but here are a few interesting sidelights.

Not all broadcasters are against what the Vice President had to say in his two speeches. There's not a lot of talk about it, but management is putting some pressure on news directors in the form of "don't you think" questions. A lot of older news folks are saying "told you so" to their younger superiors and compatriots.

Liberal Washington Post columnist Nicholas Von Hoffman has jumped in with both feet, too. In two articles written from a broadcasters convention in the South, Mr. Von Hoffman told how black oriented and produced music is kept off of white stations and how a news director at a Houston station tells his listeners that he throws away news about peace marches because he knows they wouldn't want to hear it anyhow. We can only hope that Mr. Von Hoffman's readers don't go away thinking that this is true of all radio stations. Unfortunately though, individual problems from station to station tend to give broadcasting, on the whole, a black eye in the mind of the public.



CONGRESS PART II

The session of Congress just getting underway will probably see some interesting debate on whether or not it's a good idea for the FCC to allow anyone and everyone to apply for any station's license at renewal time. There's a bill up in the Senate that would give licenses to the current holder until such time as it's proven that he is unable to operate the station properly.

Several challenges have been in the news recently. I wonder what would happen if one of the giants that the FCC is so concerned about decided to apply for a station on top of a smaller owner's application?

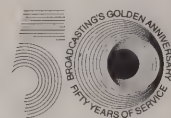


AFTRA 1970

AFTRA's big push this year will appar-

ently be for higher salaries for newsmen. In most markets news announcers are paid at scales below other "talent" and DJs, announcers and newsmen are determined that they should all be on the same, higher, scale.

Newsmen are doing a lot more than rip and read these days, of course, even in the smallest of stations. At the big stations that can afford it, the thing is investigative reporting. It's not unusual to have a newsmen that never shows up at the station (except on pay day) but spends his time interviewing, snooping and becoming aware of what is going on. After a few nasty legal actions, more stations are taking their exposes to the legal department before airing them. Unfortunately, some of the lawyers don't trust their newsmen and there are indications that important information is being edited out of documentaries before they show up on the air. What results is a bland program that indicts by suggestion rather than cold, hard fact.



Tape Cartridge Racks

- Free standing
- Table top
- Wall mounting

Enjoy real fingertip convenience with these Spotmaster tape cartridge racks. Three styles, holding up to 200 cartridges, meet every need. RM-100 wood rack stores 100 cartridges in minimum space, for wall or table top mounting, \$45.00. LS-100 'lazy susan' rack holds 100 cartridges on table top rotating stand, \$79.50. RS-200 revolving rack is on casters for floor storage and mobility, accepts 200 cartridges, \$145.50. RS-25 rack sections, used in rotating racks, hold 25 cartridges, may be wall mounted individually; rugged steel construction, \$12.50.

Order direct or write for details.

BROADCAST ELECTRONICS, INC.
A Filmways Company
8810 Brookville Rd., Silver Spring, Md. 20910



The Year-'Round Lavalier

(E-V) Around most TV stations, E-V lavaliers are taken pretty much for granted. Just hang one around your neck, or clip it onto lapel or pocket—and start talking.

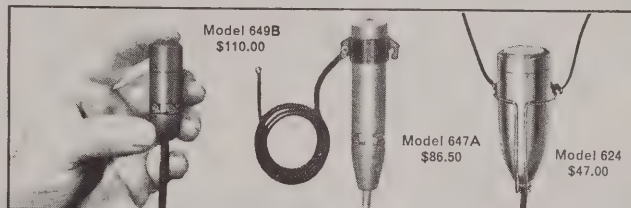
Nothing could make us happier. Because we take great pains to insure the absolute reliability of these tiny microphones. And frankly, no other type of microphone poses a bigger design problem. The lavalier gets dropped, stepped on, swung by its cord, smashed and banged—not once, but often during its life. Most of the abuse is accidental—but inevitable.

So we developed a “nesting” principle of construction that is based on tolerances so tight that the internal element acts as a solid mass, reducing damage due to shock. And we use nothing but Acoustalloy® diaphragms . . . almost indestructible despite heat, humidity, dirt, or high intensity noise or shock.

We’ve also spent years developing cable specifications—and methods for attaching it. We’ve taken into account all the tugs and twists that are the fate of any lavalier cable. That’s why our strain relief is so effective. And knowing that no cable can last forever, we’ve made replacement easy and fast.

Of course reliability by itself is not enough. So our field testing of E-V lavaliers is also devoted to sound quality. We must satisfy major network and independent stations on every score. As a result, E-V lavaliers can be mixed in the same program with stand microphones with no change in voice quality.

In the process of developing the lavalier, we’ve also made it smaller. Our original model was 7” long and 1” in diameter. Today’s Model 649B is just 2-1/4” long, 3/4” in diameter, and weighs a mere 31 grams!



Normal trade discounts apply to list prices shown.

Of course TV studios aren’t the only places you’ll find E-V lavaliers. They’re used in classrooms, lecture halls, conferences, stages and business meetings. And they offer the same year-round reliability with no compromise of sound quality.

Every E-V professional lavalier is protected by our unique 2-year unconditional warranty against failure of any kind, plus the lifetime guarantee of workmanship and materials that is an integral part of every E-V microphone. Full details are waiting at your nearby Electro-Voice microphone headquarters. Or write us about your special needs. We’re ready to solve the toughest sound problems—off the shelf—all year ‘round!

high fidelity systems and speakers • tuners, amplifiers, receivers
• public address loudspeakers • microphones • phono needles
and cartridges • organs • space and defense electronics



ELECTRO-VOICE, INC., Dept. 1181CR
641 Cecil Street, Buchanan, Michigan 49107



STATION OF THE MONTH

1969-1970 STAFF

Manager	Dan Talerek
*Program Director	John Garziglia
	Larry Willard
Music Director	Pat Downey
News Director	Rob Salter
Sales Manager	Brent Frost
Business Manager	Paul Bayless
Traffic	Sue Davy
Moderator	Charles Paterson

*Associate P.D.s



KBIL

At Right from top to bottom:

KBIL newsmen Darwin K. Skinner relaxes while scanning latest UPI copy in preparation for one of the "Big 600's" 12 hourly newscasts.

Associate program director John Garziglia and sales manager Brent Frost fruitlessly attempt to repair a transmitter while chief engineer Bill Connors attends class.

Sales manager Brent Frost reads letter from his girl friend after his nightly show.

Sales manager Brent Frost sorts through KBIL's "giveaway" albums to be used as prizes in one of many contests.

"Total Music," "Total News," "Total Radio"...are the best ways of describing KBIL Radio, Saint Louis University's "Voice of the Billiken."

Currently celebrating its twentieth year of operation, KBIL is the oldest campus station in Missouri and among the oldest in the United States. The "Big 600" was founded in 1950 when Charles Paterson, KBIL moderator and Associate Professor of Speech, and Reverend Robert A. Johnston, Chairman of SLU's Department of Speech, decided on establishing a student-operated radio station as a means of providing more practical training than the radio "workshop" then offered by the University.

Since that time, the alumni of KBIL have gone on to bigger and better jobs in all phases of mass communications on both local and national levels. KBIL takes great pride in all our employees, both past and present. What justifies this pride? Just ask some of the potential 2,500 dormitory listeners who in a recent survey rated KBIL second in the nationally eighth-ranked St. Louis market.

KBIL is constantly engaged in promotion. In the first month of operation this semester, the station has already brought a PLAYBOY "Playmate" to the campus and distributed "KBIL is Everywhere" stickers, which have been found literally everywhere on campus. The "KBIL All-Stars" annually play other St. Louis stations in basketball and softball.

Whenever a major speaker or personality appears on campus, KBIL is there to get the story and/or exclusive interview. Senator Barry Goldwater, Tommie James, and Johnny Nash are a few of the recent visitors to KBIL's microphones.

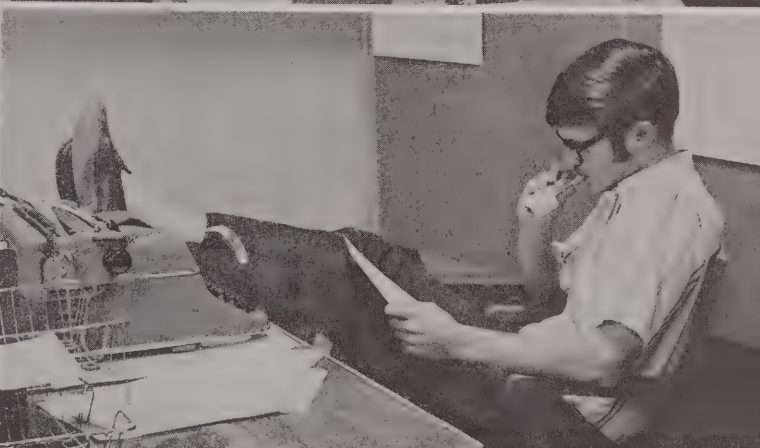
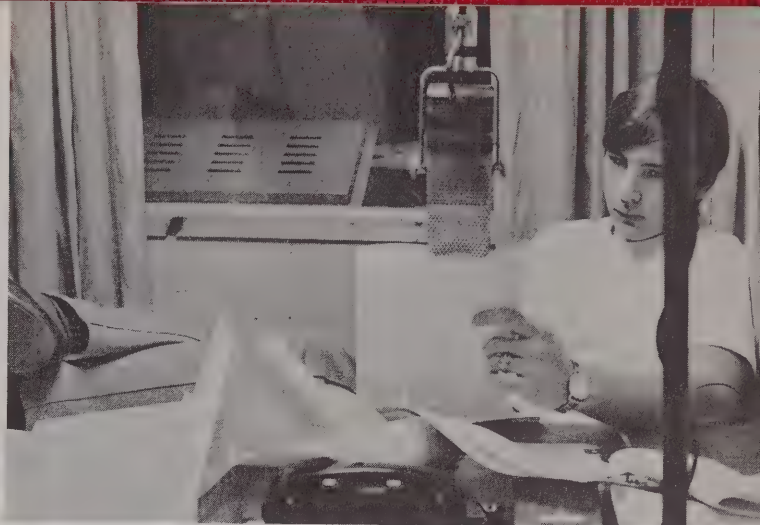
But the "Big 600's" greatest responsibility and success lies in its service to its listeners. Campus news, sports and features are aired every hour along with UPI news. The request lines are open during every minute of KBIL's 140 hours of weekly broadcasting.

Remote broadcasts and interviews with newsmakers help both the station and listeners achieve a better understanding of campus activities, questions and problems.

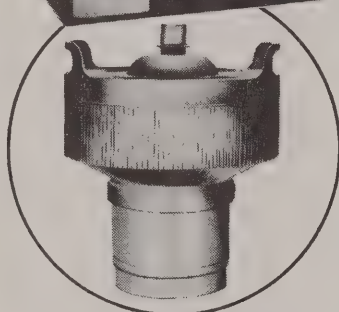
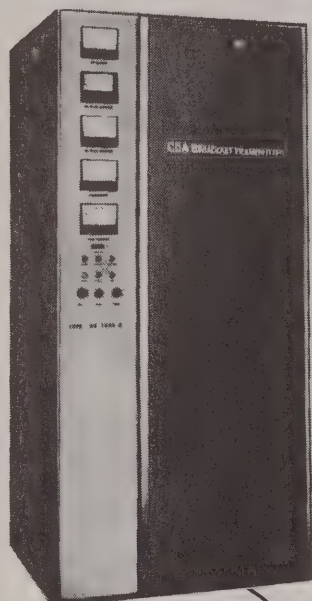
Music Director Pat Downey would pit KBIL's record service and library against any other college station in the U.S. Record companies give KBIL credit for helping break "Mendicino," "Things I'd Like To Say," "Woman, Woman,"

(Continued on page 16)

New KBIL program "The Kim Tucci Show," is broadcast from Busch Memorial Center. Tucci discusses a campus issue with a student while producer Rick Forrestal (foreground) waits to deliver a live spot.

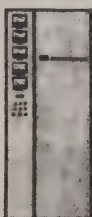


COMPARE... YOU'LL BUY a CCA FM Transmitter



CCA is the only major FM equipment supplier who uses modern zero bias triodes in a grounded grid configuration. We've only lost three tubes in over 100 installations and some of these tubes are in operation after 20,000 hours. CCA tube cost is almost negligible. CCA FM Transmitters don't require neutralization. They're superstable and extremely reliable. They are very efficient and draw less power from the line than any competitive transmitter.

Compare — you'll agree with your fellow broadcasters. CCA FM Transmitters cost less to buy, less to operate, are unsurpassed for reliability.



CCA Electronics Corp.

716 Jersey Avenue
Gloucester City, N. J. 08030
Telephone: (609) 456-1716

(Continued from page 15)



Associate program director John Garziglia shoots bull with listener while record runs out during his early evening slot on "The Big 600."

and many others into the St. Louis market. Each week a new survey is published based entirely on listener requests.

After 10:00 p.m., KBIL's format changes from "Drake" to "Personality" in the form of the "Lee Friend Show." Since the vast majority of listeners find it more difficult to study as the evening wears on, the personality format has been found to be ideal for the audience. The popular Friend encourages individualism and student awareness while satisfying the students' musical tastes with requests, dedications, and sparkling humor and satire.

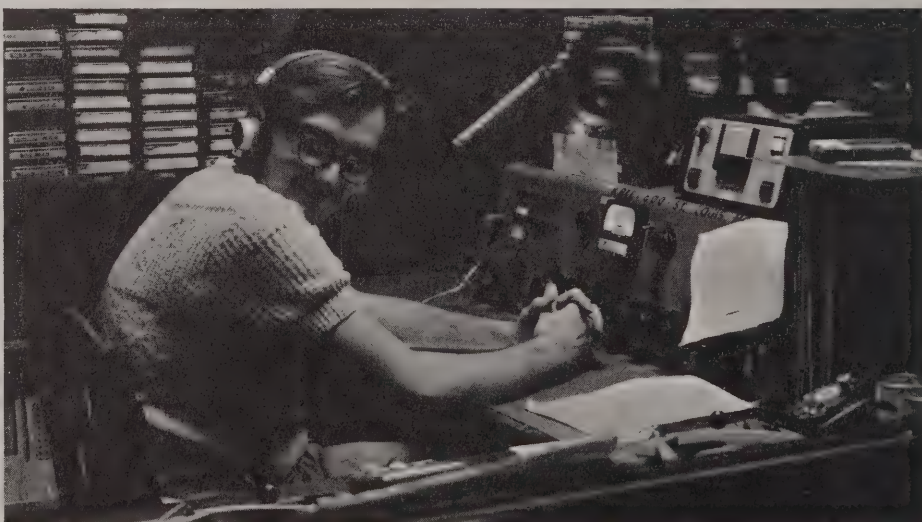
KBIL is extremely proud of the fact that they have three licensed first class

engineers. Station policy requires all 20 air personalities to hold at least a valid third class license. The staff feels this requirement only strengthens the quality of its sound.

And last, but certainly not least, KBIL is justifiably proud of its staff. Their constant enthusiasm for more vibrant programming is equalled only by their determination in soliciting advertising. The station averages one new sponsor weekly. The future looks even brighter.

Yes, many people devote and have devoted much valuable time and effort to making KBIL the powerful force it is at Saint Louis University. Perhaps this is why they can proudly state: "At KBIL, excellence isn't accidental—it's traditional!"

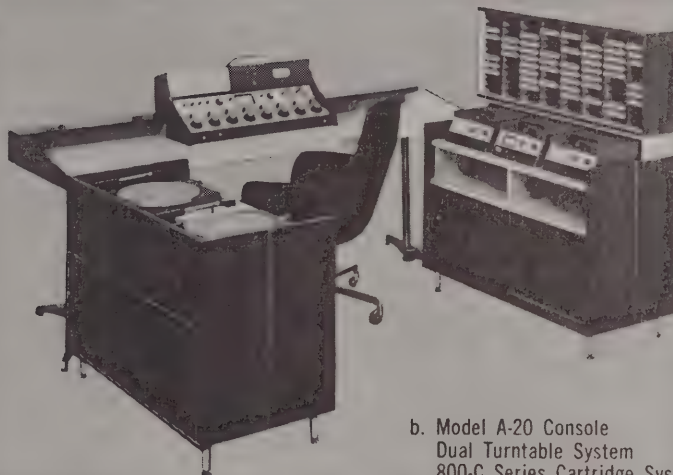
The popular Lee Friend holds SLU's night owls captive with "humor" and dim lights while playing listeners requests.



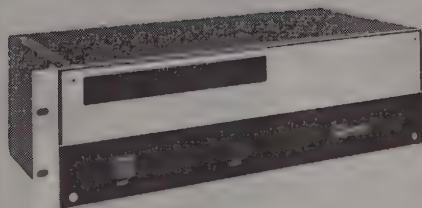
Still the Best Value!



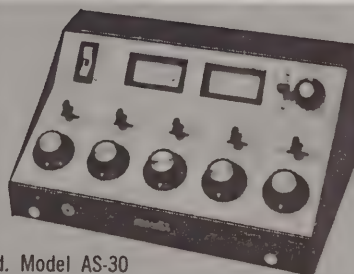
a. Model MC-104



b. Model A-20 Console
Dual Turntable System
800-C Series Cartridge System



c. Model 300C-P



d. Model AS-30

NEW POWER
MONITOR
AMPLIFIER
SYSTEM



e. Model BP-22 B



f. Model AC-155

**Before you buy,
compare SPARTA!**

- a. Multi-Cartridge System
- b. Showcase Audio Control Center
- c. Tape Cartridge Systems
- d. 5 Channel Stereo Console
- e. Salesman's Portable Cartridge Playback
- f. Studio Control & Remote Unit (Also available in Stereo)
- g. Professional Turntables

Call or write for product brochure.



g. Model TC-12 Custom

SPARTA
ELECTRONIC CORPORATION

5851 FLORIN-PERKINS ROAD SACRAMENTO, CALIFORNIA 95828 (916) 383-5353
A DIVISION OF COMPUTER EQUIPMENT CORPORATION

MUSIC INDUSTRY DEPARTMENT

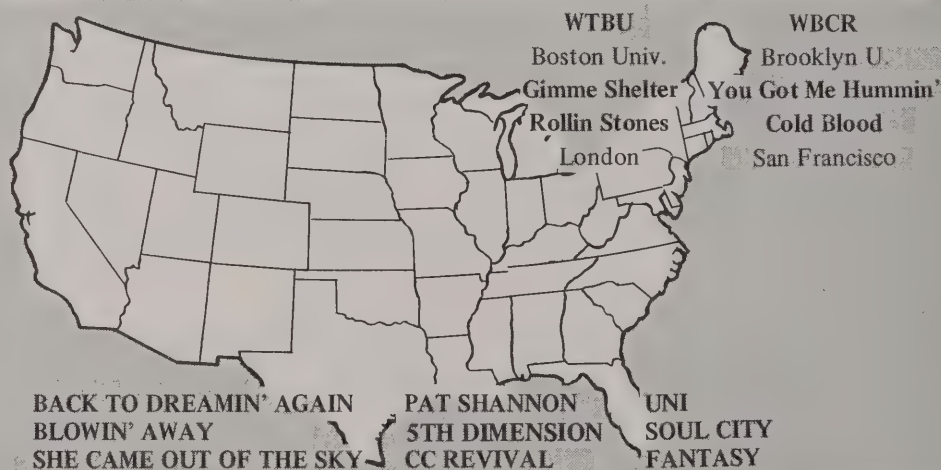
SINGLES

VENUS
I WANT YOU BACK
WHOLE LOTTA LOVE
EVIL WOMAN
RAINDROPS KEEP FALLIN' ON MY HEAD
WALK A MILE IN MY SHOES
THANK YOU/EVERYBODY IS A STAR
HOLLY HOLY
NO TIME
BEGINNINGS
SHE'S READY
FORTUNATE SON/DOWN ON THE CORNER
MONSTER
HOLD ON
SOMEDAY WE'LL BE TOGETHER
WALKIN IN THE RAIN
ELI'S COMING
I'LL NEVER FALL IN LOVE AGAIN
WASN'T BORN TO FOLLOW
SHE LETS HER HAIR DOWN

SHOCKING BLUE
JACKSON 5
LED ZEPPLIN
CROW
B. J. THOMAS
JOE SOUTH
SLY & THE FAMILY STONE
NEIL DIAMOND
GUESS WHO
CHICAGO
SPIRAL STAIRCASE
CC REVIVAL
STEPPENWOLF
RASCALS
SUPREMES
JAY & THE AMERICANS
THREE DOG NIGHT
DIONNE WARWICK
BYRDS
TOKENS

COLUSSUS
MOTOWN
ATLANTIC
AMARET
SCEPTER
CAPITOL
EPIC
UNI
RCA
COLUMBIA
COLUMBIA
FANTASY
DUNHILL
ATLANTIC
MOTOWN
UA
DUNHILL
SCEPTER
COLUMBIA
BUDDAH

BREAKOUTS



ALBUMS

AHEAD RINGS OUT
BALLAD OF EASY RIDER
CAPTURED LIVE AT THE FORUM
COLD BLOOD
C T A
KOOPER SESSION
JOE CROCKER!
LED ZEPPLIN II
LET IT BLEED
ON TIME
SOUNTRACK
THEN PLAY ON
THE SECOND
TOUCHING ME, TOUCHING YOU
VOLUNTEER
WILLY AND THE POOR BOYS
YE-ME-LE
YOUR SAVING GRACE
ZEPHER

BLODWIN PIG
BYRDS
THREE DOG NIGHT
COLD BLOOD
CHICAGO
AL KOOPER & FRIENDS
JOE CROCKER
LED ZEPPLIN
ROLLIN STONES
GRAND FUNK
EASY RIDER
FLEETWOOD MAC
JOHNNY WINTER
NEIL DIAMOND
JEFFERSON AIRPLANE
CC REVIVAL
SERGIO MENDES & BRASIL 66
STEVE MILLER BAND
ZEPHER

A & M
COLUMBIA
DUNHILL
SAN FRANCISCO
COLUMBIA
COLUMBIA
A & M
ATLANTIC
LONDON
CAPITOL
DUNHILL
REPRISE
COLUMBIA
UNI
RCA
FANTASY
A & M
CAPITOL
COMMAND



R.B. GREAVES

ATCO

SD 33-311

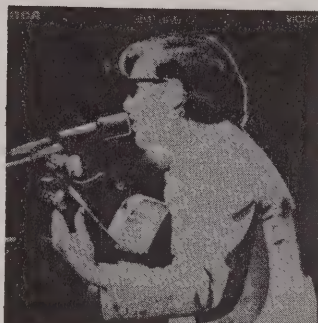
The album follows "Letter Maria" with the same polished sound this new artist had in his hit single. R.B. Greaves will likely be around for awhile with sounds of the caliber of those on this album. "When I Was a Boy" and a few others have possible air play.

JOSE FELICIANO

ALIVE ALIVE-O

RCA LSP 6021 (S)

Feliciano live at the London Palladium in two records that are as good as gold, because this album will undoubtedly be just that, soon. Several new tunes and a lot of old ones make this one of the best "live" albums ever recorded.



RASCALS

SEE

ATLANTIC SD 8246 (S)

This album features their new single "Hold On" and a couple of other possibilities. This is basically "just" a Rascals Album with Felix and Eddie and Co. doing what they do best.



STEAM

MERCURY

SR 61254 (S)

Follows "Na Na Hey Hey" with rock sounds that will make this album a selling commodity. Has several possible programming sounds like "Come on Back and Love Me."

MUSIC INDUSTRY DEPT.

DISC NOTES

by Ed Meyerling

One of the most important problems in programming a station is coming up with an adequate quantity and quality of public affairs programming to meet licensing promises.

It's more interesting to talk about music and the like, but when renewal time comes around, it's too late to worry about the public affairs percentages. This has caused many a PD to pull his hair out.

The PD is faced with a dilemma: getting and keeping an audience, plus complying with the PA requirement. Most PDs argue with the management that this type of programming gets the station lower ratings.

There might be a new answer to the usual talk show bunk usually aired. One college station has started a new music show which plays music and tells what's happening in the recording industry. The station's PD and music director discuss what groups are doing and where they are playing. The program features new albums, allows listeners to call and comment, and takes polls of favorite songs during the hour. This gives the listener the feeling he has a real say in programming. As one commercial broadcaster said, "If a station can air the Symphony Orchestra or feature a discussion on it, then this type of program is doing the same thing for the college audience. If one type of music is in the public interest, then others must be also."

You might say that this doesn't sound like a PA program, but the argument is that this is of vital interest to the audience, and the station is performing a function that no one else can.

It just may be that the FCC will not consider this public affairs programming, but it will still be a good program for the listeners.

COLD BLOOD

COLD BLOOD SAN FRANCISCO SD 200

What do you get if you combine the brass sound of Chicago and the blues sound of Joplin? Cold Blood!! But, one thing is sure, your blood will run hot when you hear this tremendous album. Has four or five possible programming sounds. This is a must album for collegiate programming.

Other
New
Releases

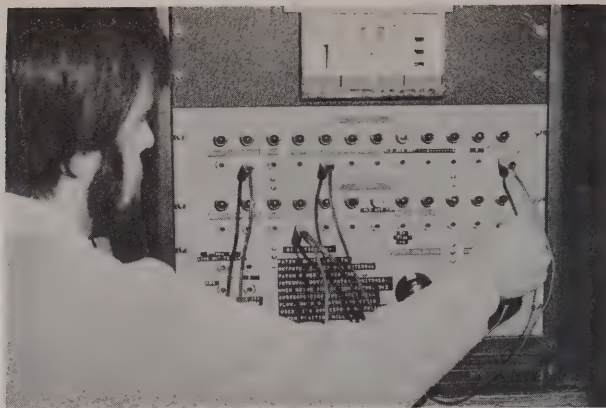
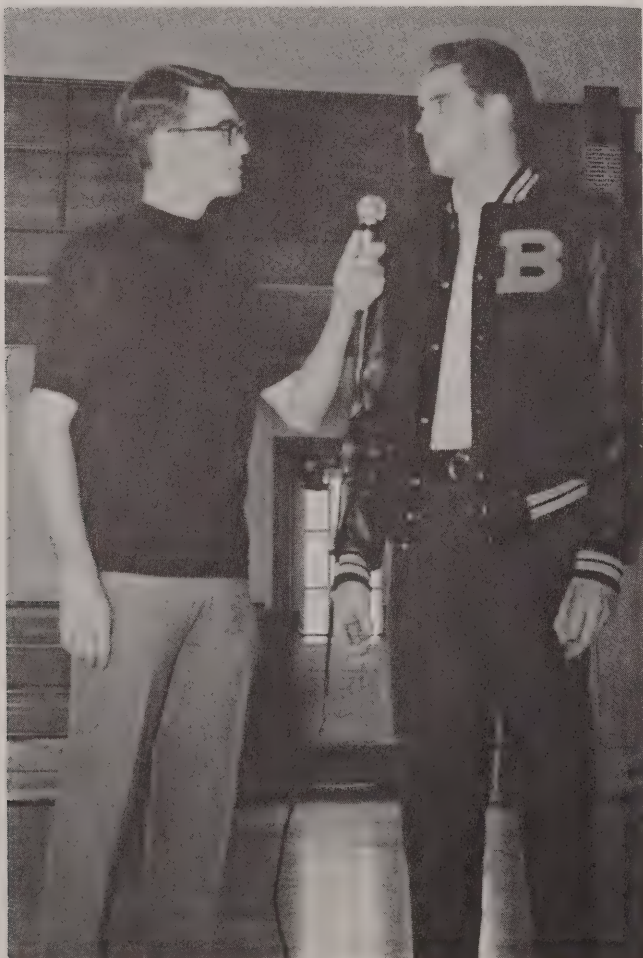
KNBU AT BAKER UNIVERSITY

Remodels

KNBU-FM at Baker University has recently remodeled their business office into a combination studio-office set-up. Also, the format has been completely changed, according to station manager Jerry Weakley. He estimates an increase of 400% in the listening audience. KNBU came on strong this fall with solid top 40 rock from sign-on at 4 p.m. until midnight. Saturday is the staff's day off except during game time or special events. Sunday the station broadcasts from 11 a.m. til noon with church services, then top 40 again from noon until midnight.

KNBU has over 30 regular jocks and many more who are sitting back and waiting for an opening. The news department has a five man staff and a two man sportscasting team with a student engineer completing the staff.

Jerry Weakley, left, station manager, interviews basketball star Don Larkin in a pre-game warm-up show. Larkin is also program director for KNBU.



Bob Abandroth patching in the floating patch to go on the air.

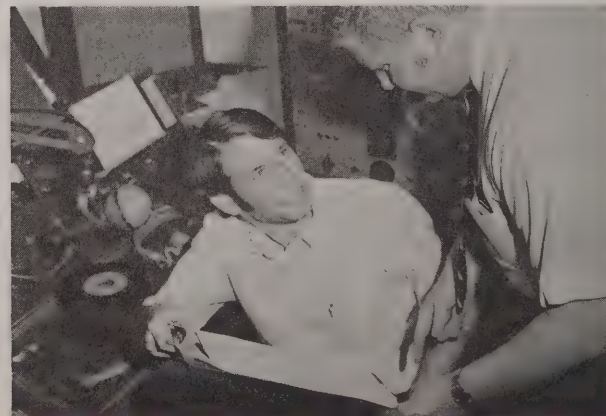


Mark McLaughlin at the controls.



Dan Hirsch during his Golden Oldie Show.

John Houts, left, going over the program log with faculty advisor Duane V. Smith.



FCC ACTIONS

NEW FM STATIONS

Call Letter Application

Loyola University, New Orleans. Granted WWL-FM.

Rainy River State Junior College, International Falls, Minn. Granted *KICC(FM).

Blue Mountain Community College, Pendleton, Ore. Granted *KRBM(FM).

Mount Union College, Alliance, Ohio. Requests *WMPR(FM).

Xavier University, Cincinnati. Requests *WCXU(FM).

Call Letter Action

Bradley University, Peoria, Ill. Granted *WCBU(FM).

Mount Mercy College, Cedar Rapids, Iowa. Granted *KWMR(FM).

University of Nebraska, Lincoln, Nebr. Granted *KRNU(FM).

APPLICATIONS

*Nassau College Association Inc. Seeks 90.3 mc. 39 w. Ant. height above average terrain 165.6 ft. P.O. address: c/o Nassau Community College, Stewart Avenue, Garden City 11530. Estimated construction cost \$24,425; first-year operating cost \$17,500; revenue none. Principals: Dr. George F. Chambers, president, et al. Principals have application for transfer of *WSHS(FM) Hempstead-North Hempstead, N.Y., pending FCC approval. Ann. Dec. 3.

*Washington—Howard University. Seeks 89.3 mc, 317 w. Ant. height above average terrain 151.2 ft. P.O. address: 45th and College Street, N.W., Washington 20001. Estimated construction cost \$35,290.44; first-year operating cost \$30,000; revenue none. Principals: Scovel Richardson, chairman of board of trustees, et al. Ann. Dec. 8.

*Atlanta—Georgia State University seeks 88.5 mc, 19.4 kw. Ant. height above average terrain 366 ft. P.O. address: 33 Gilmer Street, S.E., Atlanta 30303. Estimated construction cost \$40,941; first-year operating cost \$49,691; revenue none. Principals: Board of Regents of the University System of Georgia. Ann. Nov. 20.

*Columbia, S.C.—Columbia Bible College seeks 91.3 mc, 10 w. Ant. height above ground 45 ft. P.O. address: Box 3122, Columbia 29203. Estimated construction cost \$1,025; first-year operating cost \$1,500; revenue none. Principals: Board of Trustees. Ann. Nov. 10.

*Hamilton, N.Y.—Colgate University. Seeks 90.1 mc, 10 w. Ant. height above average terrain 50 ft. P.O. address: Colgate University, Hamilton 13346. Estimated construction cost \$8,295; first-year operating cost \$10,000; revenue none. Principals: Board of Trustees. Wellington Powell, chairman, et al. Ann. Nov. 7.

FINAL ACTIONS

*Prestonsburg, Ky.—Prestonsburg Community College. Broadcast Bureau granted 89.1 mc, 10 w. Ant. height above average terrain 41 ft. P.O. address: North Lake Drive, Prestonsburg 41653. Estimated construction cost \$7,545; first-year operating cost \$1,000; revenue none. Principals: Governor Louis B. Nunn, chairman of board, et al. Action Dec. 3.

Alliance, Ohio—Mount Union College Broadcast Bureau granted 91.7 mc, 2.8 kw. Ant. height above average terrain 190 ft. P.O. address: 219 West State Street, Alliance 44601. Estimated construction cost \$7,945; first-year operating cost \$4,300; revenue none. Principals: Board of Trustees; Richard G. McCuskey, president, et al. Action Nov. 18.

OTHER ACTIONS

Office of Opinion and Review in New York and Teaneck, N.J. (New York University and Fairleigh Dickinson University), FM proceeding, granted joint request by applicants and extended to Dec. 17 time to file application for review of review board decision (Docs. 17454-5). Action Dec. 5.

EXISTING FM STATIONS

Final Actions

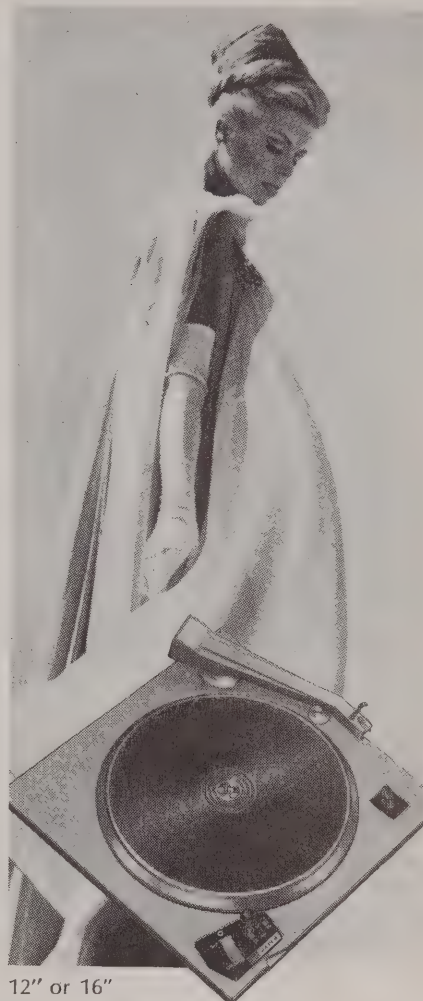
Bradley University, Peoria, Ill.—Broadcast Bureau granted mod. of CP to make changes in ant. system of non-commercial, educational FM, ant. height 229 ft. Action Dec. 11.

*WICN(FM) Worcester, Mass.—Broadcast Bureau granted mod. of CP to change name of permittee to Worcester Inter-Collegiate Network Inc. Action Nov. 20.

*KUNR(FM) Reno—Broadcast Bureau granted CP to change trans. location University of Nevada Campus, Nye Hall, Reno; change-type trans.; make changes in ant. system, ant. height minus 450 ft.; ERP to 2 kw; remote control permitted. Action Nov. 18.

*Educational

Smooth as silk with a GATES turntable



12" or 16" models available.

Quality reproduction of today's technically advanced recordings calls for new Gates 12" or 16" transcription equipment.

Both turntable models achieve new lows in rumble, wow and flutter—without sacrificing quick cue-up and with years of reliability.

Perfect for stereo. All Gates turntables have a unique inner-hub drive, smooth-as-silk speed change and silent illuminated rocker off-on switch.

After all, Gates pioneered with the very first turntables for broadcasting 40 years ago. Truly, the soundest sound in broadcasting is the new sound of Gates.

Write today for our new Turntable Guide.

GATES

GATES RADIO COMPANY
QUINCY, ILLINOIS 62301, U.S.A.
A division of Harris-Intertype Corporation



The top image shows the front of the Sanyo SPC-1000, a tall, dark-colored cabinet with two large, light-colored doors. The top left corner features a control panel with several digital displays and buttons. The bottom image shows the rear of the unit with its doors open, revealing a complex internal structure with multiple large, curved, metallic components, likely part of the cooling or ventilation system.

GATES

**HARRIS
INTERTYPE
CORPORATION**

By Ludwell Sibley

A permanent source of audio test tone is a great convenience in day-to-day operation of a radio studio. If this feature is available in the station patch field, it is usable for setting levels in recording, checking remote lines, measuring transmission losses, lining up limiters and compressors, testing headphone cords, and a host of similar uses.

Some functions for which a permanent tone generator is especially handy are these:

A. As a marker tone during radiation measurements on AM carrier-current. On a properly operating system the signal radiated is so weak that it is often hard to pick out from co-channel stations and noise. With a steady tone on the air it is easy to tune in the proper channel.

B. For setting levels on a tape dub. When making a recording that will be copied later, it is a good practice to put a few seconds of tone at the beginning of the tape. This provides a standard level for setting the gain of the dubbing recorder. Other stations which receive taped news items over a telephone line from yours will appreciate this feature.

C. For assuring the continuity of remote telephone lines that are not in use at the moment. If unused lines have tone on them continuously, telephone company installers are much less likely to disconnect them by accident. (The installer usually listens across the cable pair first before doing rewiring. If he hears nothing he may assume the line is available for other uses.) The same tone gives your station's remote crew assurance that the line is good while they are setting up for a broadcast.

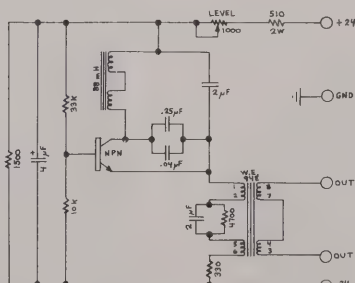
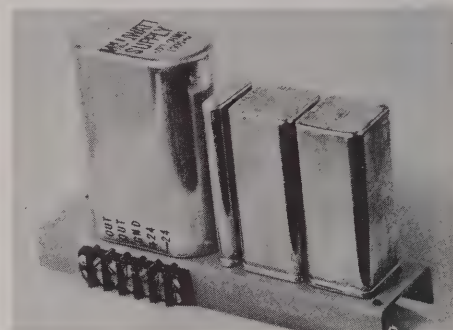


FIGURE 1

The test tone generator shown in Figure 1 puts out a 1000-Hz tone at a precise level of 1 milliwatt (0 dBm) when terminated in 600 ohms. It is a one-transistor Hartley oscillator that delivers a

good sine wave of stable frequency. It obtains its power from the 24-volt station DC supply, either positive or negative ground. An internal resistor limits the supply current to a safe value in case of a short circuit so that no fuse is necessary. The transistor is safe against short-circuit loads and reversed battery polarity.



The KZSU model pictured here is assembled on a piece of steel U-channel for mounting on the plywood backboard that carries the patch field terminal blocks, but a rack panel or a Minibox would serve as well. The wiring layout is completely uncritical. The 88-mH coil is a telephone loading coil of the type familiar to radio amateur teletype builders; however, other inductors of about the same value may be used. The output transformer is a 600:600 type; it may be a Triad T-31X, UTC 0-30, Stancor A-4350, or any of the following Western Electric repeat coils: 94E, 94H, 94N, 94Y, 108C, 120C, or 120H. The transistor can be a 2N3414, 2N698, GE 352J, or nearly any other small NPN type.

Figure 2 shows a suggested scheme for wiring the generator into the patch field. By providing a 10-dB pad and a second jack, outputs of 0 and -10 dBm are available.

The generator will work from a 48-volt supply by changing the 510-ohm resistor to 2700 ohms. It will provide a 150-ohm internal impedance instead of 600 if the transformer output windings are wired in parallel rather than in series. It would make a fine source of network time beeps if combined with an accurate timing switch.

The only adjustment that this circuit requires is to calibrate the output power. To do this, connect a 600-ohm resistor and an AC voltmeter to the output. Set the LEVEL control for a meter reading of 0.775 volt (1 milliwatt).

A test tone generator makes studio operation and test work a good deal easier. It saves time and effort by making an accurate tone instantly available.

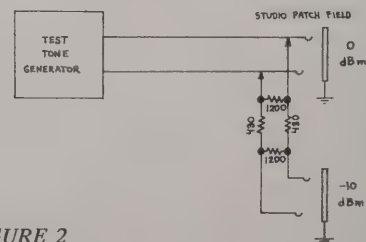


FIGURE 2

North Central Convention Held at U. of Minn.

Over 100 station delegates from 13 Midwest colleges, universities, and institutes attended the Fifth Annual IBS North Central Regional Convention at the University of Minnesota this past fall. Attendance figures marked an unprecedented high for any previous region function.

Into 30 hours of actual convention time, region broadcasters presented views, facts, and opinions to their fellow communicators.

The Lieutenant Governor of Minnesota, the honorable Jim Goetz, presented the delegates with an off the cuff definition of broadcast responsibility and presented a few applications of his theory. Goetz pointed out, through the history of broadcasting, that judgement was the key to responsibility. He elaborated, stating that broadcasters must first know what priorities to give what issues. Second, a broadcaster must have endurance in promoting his ideas and methodology in his medium. Third, he must acquire the skill of persuasiveness, i.e., he must be able to successfully communicate the "why" of his philosophy.

Goetz went on to explain the importance of editorializing. He stated that while national issues always seem to be prime targets of sharp tongued commentators, the real value of the editorial (especially on campus) lies in the covering of local issues. It is here, he said, that the audience is most generally affected and is yet relatively so uninformed. Therefore, local news with local comment is where, Goetz concluded, real responsibility for campus radio lies.

The theme of responsibility played a key role in just about every conference Saturday. Richard Crompton, Vice President for regions of the Intercollegiate Broadcasting System, in his keynote, related the history of IBS. In his presentation, he told not only of the basic responsibility of IBS to its members, but of the responsibility of the members to IBS. This discussion was furthered at the regional meeting held later that day.

The morning and afternoon was scheduled with conferences on management, news, sports, personnel problems, engineering, production techniques, sales, and promotion.

The evening was highlighted by the regional banquet, held at the impressive Campus Club in Coffman Memorial Union. Leigh Kamman, of North Star Productions and a veteran of broad-

casting, presented the delegates with his views on the responsibility of communications. Kamman made a most vital observation concerning the legal sanctions possible if a radio or TV station shuns its responsibility to its audience (he cited the FCC's refusal to renew a Boston radio station's license). He also pointed out a common misstatement quoted by many radio-TV station owners . . . "This is my station." He quickly pointed out that the station was not his and the rights he (the owner) assumes to be his are in fact the public's. It is the licensee's obligation to serve in the public interest, Kamman concluded.

Following the final conference of the convention, on programming, the remaining delegates engaged in a free form bull session lasting into the wee hours of the morning.

Represented at the 1969 convention were: KSJU (St. John's University), KMSC (Moorhead State), KARL (Carleton), KMAC (MacAlester), KMSU and KGMS (Mankato State), KBSB (Bemidji State), WMMR (University of Minnesota), Duluth Area Institute of Technology, St. Thomas College, WSUS (Stevens Point, Wis.), WSSR (University of Wisconsin, Madison), and KCOE (Coe College, Iowa).

Planning & Development Division News

Bill Kohlstrom

Vice-President, Planning & Development

During the past two months, IBS P&D has sent out a total of 1800 questionnaires to General Managers, Faculty Advisors, Program and Music Directors requesting information on various aspects of our member stations. The returns are a little slow coming in, and we expected some delays occasioned by semester vacations and holidays, not to mention examinations. From this series of questionnaires, Planning & Development will compile a roster of stations for the music industry, and various other clients for the purpose of building the nationalistic state of college broadcasting.

Many members lack knowledge of the IBS role in college radio, and at times IBS may echo a *mea culpa* but the important fact to note is with the new divisional concept becoming a reality, we will all learn more about our mutual role, and be able, as a result of this knowledge, to establish some tenable goals. Our regional newsletters (e.g. FORMAT—Tom Karnowski) have reflected needs for service improvement, and our own Board meeting in September noted the need for a greater involvement. Many members do not realize that IBS is nationally a strictly volunteer organization. Recently, a member station manager wrote for specific information on the national organization of the system, and this serves as a case in point.

Please note that the national IBS is just that big "college radio group" spread

all over the entire country. All our work is done on a voluntary basis, and this sometimes occasions personnel difficulties—no different than each member experiences on the local level. The principle of operation is motivation, and as you can imagine, motivation is sometimes difficult to foster, and harder to maintain. Each staff member, just as each station member has a committed responsibility, but some choose to disregard their commitments. When this happens, everything seems to come apart at the seams, no different than a member station's difficulty if a news department, or vital programming operation ceases to function.

It is our hope to add more services, with each member's cooperation—like we are asking what you will do for IBS, thus bringing college radio into a more concrete existential world. Like the philosopher says, it's what you do TODAY that makes the difference, not what you put off until tomorrow.

For the entire division, and all of IBS, include promptness and a conscientious attitude in the management operations of your station. If you want facts, write P&D—you'll get a straight answer to your questions.

As a future thought, the IBS Information Forum scheduled for April 3, 1970 at the 31st Annual National Convention will discuss this entire topic—make it your business to attend. Registration request cards, per individual delegate, are enclosed in JCR for your use. TALK TO YOU IN CHICAGO!

Technical Radio Broadcasting Equipment Marketing Positions

Career opportunities for college graduates, either BSEE or Business major, interested in combining technical radio broadcasting interest with equipment marketing.

Positions are in headquarters sales office in dynamic Midwest community.

In addition to familiarity with broadcasting equipment, applicant should have drive, initiative, and be sales and marketing minded.

Wonderful long-range opportunity with this expanding growth-minded company.

Please send resume to:

**PERSONNEL DEPARTMENT
GATES RADIO COMPANY
QUINCY, ILLINOIS**

What Others are Saying

THE SILENT SIN

They're a hard group to understand ... the silent majority. I'm not talking about Dick's or Spiro's chosen people. I'm talking about campus radio stations in our own upper midwest. You know who they are. The silent majority are radio station general managers of whose stations we know nothing more than call letters, school, and zip code. These are the managers who did not feel that it was worth all the time and bother to fill out a questionnaire in October's *FORMAT* ... who did not feel the convention last month was worth going to ... who feel that nothing of consequence happens at their station to communicate with others. The silent majority will not respond to this month's address plea, nor will they submit information for the record company directory. They will not write to *FORMAT* this year. They probably aren't even reading it now. This is the silent majority. I find them very disturbing.

These people want to become the broadcasters of tomorrow ... experts in the art of communication. But today they are 10 watt or closed circuit empire builders believing that their broadcast responsibility extends only as far as their air waves may carry them. These are the people who, upon graduation, will apply for a job and will proudly fill in the "previous occupation" blank with the words ... "radio station manager." The potential employer might even believe them. And it is indeed ironic that some of today's campus station managers are members of the school's faculty, probably (and there's the rub) in the Communications/Speech/Broadcast Department.

The North Central Region is fortunate. More radio stations attended the recent convention than did not. That indicates that perhaps the silent majority are in the

minority, which is good ... but not good enough. We need a few more converts to the vocal majority.

—*FORMAT Magazine*
North Central Region

On November 13 the Vice President of the United States delivered a caustic attack on the broadcast news media. He stated that the media were a small clique presenting only their viewpoints and giving a great proportion of the airtime to the minority opinion. These are the facts.

This is our opinion: the Vice-President obviously has not been informed of the age old concept of mass communications whereby the catastrophic takes precedent. None of our greatest scholars has ever recommended a solution to provide more airtime to the common. Indeed, some have said that it is very good to hear on the airwaves only the catastrophic, knowing well that the norm is not violent.

We can only believe that the badly informed Vice-President was using this to connect the media with the violent groups across the country. This proves to us that it was the Vice-President of the United States who was using his high office to enforce a biased opinion on the American public. From speech after speech it is now obvious that the Vice-President is trying to destroy anything which does not agree with him.

Since the media has not submitted to his every whim he is now going to do all in his power to harm what this nation has built. This great nation has long learned that we cannot survive if we allow vituperative revenge of a man whose power is greater than his ability. We are ashamed for our Vice-President.

James D. Nelson
Grand President
IOTA BETA SIGMA

An Open Letter to the Journal

The New England Region held its regional convention at WAIC on Saturday, November 15 to a small but enthusiastic audience. Fritz Kass, the national treasurer of IBS, was the principal speaker and in keeping with the theme "College Radio Today — But Tomorrow?/!" he enumerated many of the things (networks, active stations) that made IBS-NER the once great region that it was. As for tomorrow, it was pointed out that the past could become a reality but it would take a lot of hard work from the member stations. More specifically, member stations would have to try and forget their personnel radio station's hangups and try and start being more concerned about others. People are supposed to learn from other's mistakes, yet because no one knows what mistakes have been made in the past, nearly the same mistakes are made over and over. A radio network with a couple of intellectual people on both ends would eliminate this problem. And how many stations have gotten rid of their teletype and network to get their newsmen to develop a little initiative to go out and find their own news? And how many stations are editorializing more than their school newspapers and getting more intellectual response because of it?

Also in attendance was Robert Paiva, Music Director, WPOP, Hartford, Conn. He discussed the professional station today, its purpose, and objectives and its success at achieving same. A few minutes were also spent discussing jingles—types and purpose. It was pointed out that if a station really feels they are required to enhance the sound, nothing more is needed than a clever jingle writer and a couple of vocal staff members. Then after

a while Bob also got around to delving into the theme and he stated that for the most part college radio is pablum radio—a DJ who is nothing more than a personified mechanical record player playing what "he thinks" his audience wants to hear while all the time he is playing what "he wants" to hear. Between cuts he tries to imitate the professionals with the misconception that people would rather hear a poor copy than the real thing just because no one is selling anything or telling you what you might do with your free time.

Clearly the main conclusion to be drawn from this convention is that far too many stations expect everything to come to them and so never go out to get whatever they can. Just to take a look at the NER-IBS, there are over 35 member stations. If every one of them got together to form a network, which is even more a possibility now than ever before what with campus unrest being the order of the day and an economical means of communication available (the WATS line), then college radio, in the form of IBS-NER could easily become the most powerful communications force on the east coast and perhaps in the entire U.S. For instance, one simple editorial evolved by the region would be heard by literally millions of people and because of the setup, everyone would know that it was the voice of the college student speaking. Something like this has the potential of becoming a gigantic political, social and economic force.

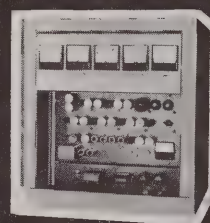
The New England Region has this kind of potential!

Dic Allen
Acting Regional Director—NER

Need a 10 Watt FM Transmitter?

CCA Has One for \$1395⁰⁰

*It's Economical
It's also the best*



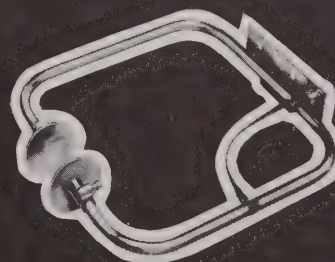
CONTACT
CCA
FOR
DETAILS



CCA ELECTRONICS CORP.
GLOUCESTER CITY, N. J.
(609) 456-1716

Need a Low Power FM Antenna?

CCA Has Them at \$200⁰⁰ per bay



CONTACT **CCA** FOR DETAILS



CCA ELECTRONICS CORP.
GLOUCESTER CITY, N. J.
(609) 456-1716

BOOKS FOR BROADCASTERS

Assistant Editor
William Hughes

The 1968 Presidential campaign was marked with a new emphasis on television promotion of the candidates, particularly Richard M. Nixon. Nixon had learned about the importance of television in his 1960 campaign, a campaign that was unsuccessful due largely to the televised debates between Nixon and John F. Kennedy. Realizing that the television media had been instrumental in his defeat in 1960, Richard Nixon set out to master this media and to make it work to his own advantage in the 1968 campaign. Veteran advertising and television professionals were assembled to serve as an integral part of his campaign team. Using television and film techniques, these professionals turned out a product marketable to the American public, the "new" Nixon.

In his book, *The Selling of the President 1968*, Joe McGinniss attempts to reveal the methods and techniques used. Early in the campaign, he joined this group of promoters and, so, is able to relate the activities of this group of men behind the scenes. He tells of "balanced" TV panels, of ghostwritten interview questions, and of other techniques used to present Richard Nixon to the public in packaged form. He includes in his book the actual shooting scripts of several of the filmed campaign spots used on television. These provide an interesting look at the actual mechanics of projecting a desired image through the use of a combination of audio and visual effects.

The book also offers an insight into the men who made up Nixon's television promotion team—the former J. Walter Thompson ad man, the producer from the Mike Douglas show, the writer from Laugh-In, the makeup man from the Johnny Carson show, and others. Triumph and self-doubt are only two of the emotions attributed to these men by McGinniss through his disclosure of their dialogues and discussions on the campaign trail.

Joe McGinniss gave up an excellent newspaper job to write his first book, *The Selling of the President 1968*. With his

INDUSTRY NEWS

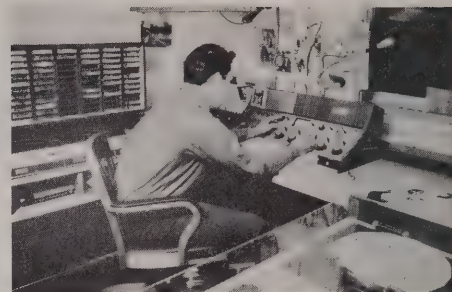
NAVY USES SPARTA EQUIPMENT

The Carrier U.S.S. John F. Kennedy recently joined a growing list of U.S. Naval vessels that have installed TV and radio audio equipment manufactured by Sparta Electronic Corporation, according to William J. Overhauser, President of the firm which is located in Sacramento, California.

The equipment, an A-20 console, 800-C cartridge system and turntables, was purchased by the sailors on board from the Recreational and Welfare Fund, which is supported entirely by sales in the ship's store. The U.S. carriers Ticonderoga, Coral Sea, Kitty Hawk and Enterprise also utilize the same Sparta gear for their recreational facilities on which the men on board originate many of their own shows. A number of smaller ships in the U.S. Fleet have their own shipboard radio stations which feature Sparta consoles and other equipment.

column "Passing Scene" in the *Philadelphia Inquirer*, he had become, at the age of 25, one of the city's most influential journalists. McGinniss' book, however, is marred by his sardonic narration of the campaign efforts. He attempts to interpret these efforts and methods for the reader rather than to let the reader judge for himself. This results in a mixture of the facts and of McGinniss' opinions that gives the book a slightly biased flavor. An interesting note about the author is that it is rumored in some circles that McGinniss is being considered as a replacement if Chet Huntley should give up his spot on the Huntley-Brinkley news team.

Although the book is an account of a particular candidate's campaign in a particular election year, the really important concept in this book is that this type of campaign procedure, that of favorable image projection via television, is likely to become the most important part of all future political campaigns. One can readily foresee that the winning factor in future elections may not be a candidate's true qualities and qualifications, but, instead, how successfully his campaign team can evoke the desired image for him through the use of audio and visual methods, particularly television. In summation, *The Selling of the President 1968*, despite its faults, offers the reader some interesting material and, at the same time, some food for thought.



CCA ELECTRONICS BUYS REK-O-KUT

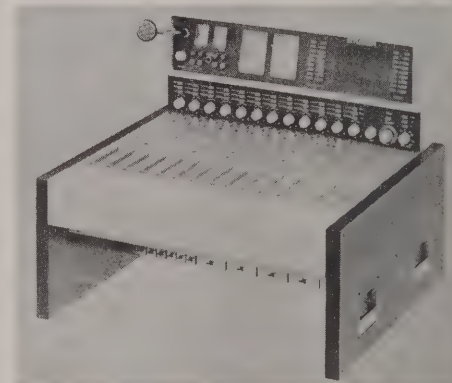
CCA Electronics Corporation announced the acquisition of the Rek-O-Kut Division of Koss Electronics for an undisclosed amount of cash and 5,000 shares of CCA's common stock.

CCA Electronics, based in Gloucester City, New Jersey, is a major manufacturer of Broadcast and Communications Transmitters. Koss Electronics, based in Milwaukee, Wisconsin, is the leading manufacturer of hi-fi stereo phones.

The Rek-O-Kut product line of professional turntables, tonearms and disc recording equipment will be produced at CCA's West Coast subsidiary, QRK Electronic Products which is located in Fresno, Calif.

GOTHAM AUDIO ANNOUNCES

GOTHAM AUDIO CORPORATION announces the availability *from stock* of what is undoubtedly the first mass produced major recording studio and broadcast console involving complete equalization, echo, filter and pan pot facilities.



The STUDER Model 089 is a compact twelve input, three channel studio and remote console of modular plug-in construction, totally in silicon solid state technology. It is complete even to such

BROADCASTING'S EFFECTS ON MINORITY AUDIENCES EXAMINED IN FALL JOURNAL OF BROADCASTING

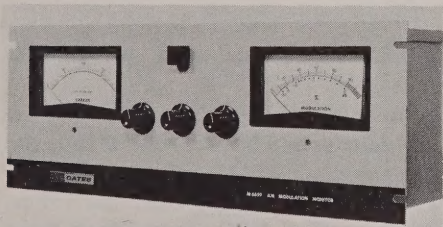
What impact does television have upon civil unrest? What effect does broadcast news coverage of riots have upon potential rioters? These questions, as current as today's headlines, are discussed in the Fall issue of the *Journal of Broadcasting*. In its newest issue, the *Journal* presents research reports on several aspects of television and minority audiences, including the basic questions of whether viewers—including children—from minority groups use television in the same way as other audiences, and whether the effects upon them are different.

In their study, "Racial and Social Class Differences in Teen-Agers' Use of Television," two Michigan State University *Industry News, continued*

peripheral systems as talkback with speaker amplifier, complete monitor system with 20 Watt speaker amplifiers, 20Hz — 20 kHz test oscillator, pre-view cue system with built-in loudspeaker, complete remote control and signaling facilities and even a built-in ash tray.

The unit may be operated from either power lines of any voltage available anywhere in the world, or from external batteries. It is collapsible and comes in a fitted shipping case for damage-free transport.

A 32-page brochure on the unit is available.



NEW EQUIPMENT FROM GATES RADIO

The solid-state AM modulation monitor for broadcast and short-wave service in the frequency range from 540 kHz to 30 MHz, recently announced by Gates Radio Company, a division of Harris-Intertype Corporation.

A rack-type cabinet, RAK-70, announced by Gates Radio Company, a division of Harris-Intertype Corporation, can fill nearly any requirement of the individual broadcaster, whether used as a basic rack or a complete cabinet with all accessories. It is designed for complete flexibility in accommodating all types of broadcast electronic equipment.

researchers found both quantitative and qualitative differences between TV viewing habits of lower income and middle income teen-agers. This research, supported by a grant from the National Association of Broadcasters, was conducted by Dr. Bradley S. Greenberg, associate professor of communication, and Joseph R. Dominick, senior research assistant.

Children from different family backgrounds even talk differently about television. Disadvantaged children seem to respond only to the concrete—the direct verbal and physical action-level of a program, while those from middle class families discuss abstract concepts, including the "why" of an action. This is the conclusion of Dr. Frederick Williams, Director of the Center for Communication Research at University of Texas, in his article, "Social Class Differences in How Children Talk about Television."

Dr. Allan D. Fletcher, associate professor of marketing at Illinois State University, investigated "Negro and White Children's Television Program Preferences." In his doctoral dissertation at University of Illinois, Dr. Fletcher tested the hypothesis that "among youngsters, race is a significant factor in the determination of viewing behavior." He concluded that "probably the most important condition revealed in data on actual viewing preferences is that the young audience is a highly diverse one composed of a great many separate groups. . . ." but "it seems safe to say that the racial factor is an important one in the selection of television viewing fare."

When rioting occurs, do the broadcasting media—and particularly television—contribute to riot participation? Two researchers from University of North Carolina, Dr. Maxwell McCombs, associate professor, School of Journalism, and John Slater, a graduate student, analyzed a survey conducted in the weeks following the Detroit riots of July, 1967. In "Some Aspects of Broadcast News Coverage and Riot Participation," McCombs and Slater state that age, and not method of learning of a riot, "appears to be the key to participation in riots." They qualify their conclusion, but believe that by presenting accurate information, "it may be possible for broadcast stations to cover the potentially dangerous story without contributing to the problem."

COMPARE— YOU'LL BUY A



INSTANT START TURNTABLE

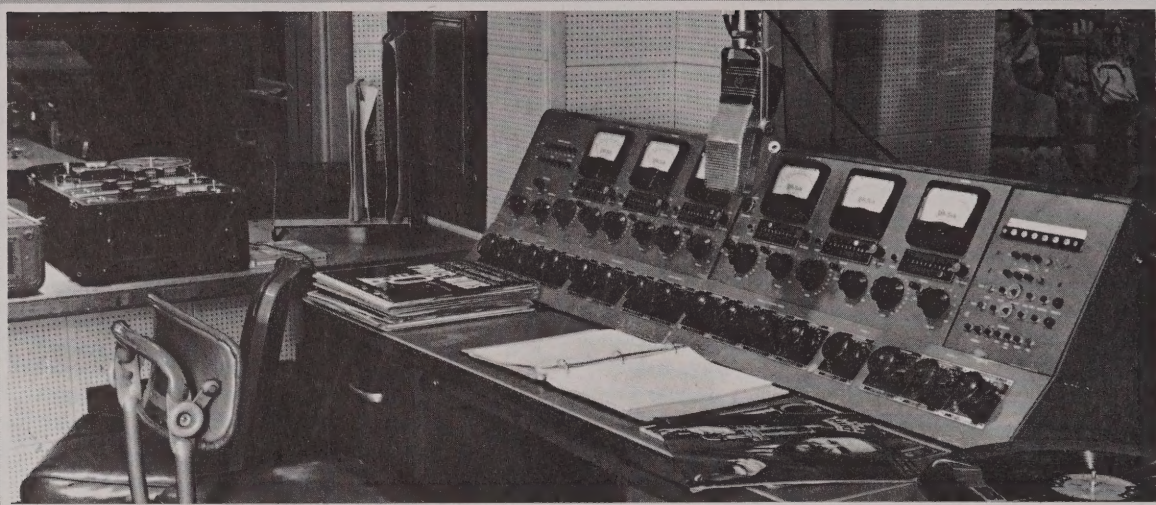


- World's Largest Selling Broadcast Turntable
- Originator of "Instant Start" Technique
- 25,000 Satisfied Users
- Unsurpassed Quality and Factory Service
- Immediate Availability East & West Coast Plants
- Realistically Priced for 25 Years
- Instant Warranty Service

BROADCASTERS
BUY ~~QUALITY~~
— Q R K —

**Q R K ELECTRONIC
PRODUCTS, INC.**
1568 NORTH SIERRA VISTA, FRESNO,
CALIFORNIA 93703 • Phone: 209 251-4213
A Subsidiary of CCA

Sign Off!



EDITORIAL

In the last issue of JCR, FCC Commissioner Nickolas Johnson suggested, "If you're going to go into broadcasting, my advice to you is simple. Go in with your bags packed."

It could be that a lot of broadcasters already have their bags packed, and it's hard to blame them.

The broadcasting industry is running scared. So scared, in fact, they start "giving in" as soon as any public official makes a move.

Take the cigarette problem. Some say the industry should voluntarily stop all cigarette ads because Congress may pass legislation banning them on all broadcast media. Maybe so, but maybe such action also served to demonstrate to Congressmen just how easy it is to scare a broadcaster.

This new awareness quickly led to the next step. A logical one for alert politicians. Introduce bills in the Senate and the House giving candidates discount prices for air time. The bills call for a 70% discount on time for Congressional candidates.

Other plans call for a 50% reduction and some ask for free time or a 100% discount.

Practically every station in the U.S. already gives time for candidates in the form of debates or a flat amount of time for each candidate to state his views.

The networks are running scared again. ABC has volunteered to reduce its rates by a third. NBC showed even more fright—they offered a 50% discount.

And the great reasoning! The discounts will lower the cost of campaigning. It doesn't take much thinking to realize this simple fact.

If \$10 million is collected for a campaign, then \$10 million will be spent. That 70% saved on broadcasting advertising will be spend someplace else—newspapers, billboards, etc. But it will be spent.

Future broadcasters may consider keeping their bags packed to keep from living in a "bargain-basement" broadcasting world.

you asked for it !

and now the new LPB 10 channel audio distribution amplifier is available ...

CHECK THESE FEATURES OF OUR NEW MODEL S-1 ...

- ▶ ALL SOLID STATE SILICON, INCLUDING TWO IC OP-AMPS AND FOUR TRANSISTORS
- ▶ GLASS EPOXY PC BOARD
- ▶ 19 x 3-1/2 RELAY RACK PANEL
- ▶ BIG EASY-TO-READ 3-1/2 VU METER
- ▶ EASY ACCESSIBILITY/DUST COVER
- ▶ ANODIZED ALUMINUM FINISH WITH DURABLE SILKSCREENING
- ▶ LPB^S FAMOUS QUALITY DESIGN AND UNPRECEDENTED ONE YEAR GUARANTEE

THEN LOOK AT THESE SPECS ...

INPUT: Balanced 600 ohms

20 DBM gain input-to-output, with gain control

OUTPUT: 0 VU on 3-1/2" meter may be set for +4, +8 or +12 DBM line level

Response -1 DB from 20 Hz to 20 kHz

Distortion less than .25% throughout 20 Hz to 20 kHz range

Short on one line output changes others less than 0.1 DB

Common mode rejection in excess of 60 DB

Extra (11th) output to drive another distribution amplifier
where more than ten lines are to be driven

VU meter and headphone monitor may be switched to any output
line with push buttons on front panel

AC INPUT: 117 V 60 Hz at 8 watts

AND COMPARE THE PRICE AT ONLY \$295⁻ FOR 10 CHANNELS

(AND NOTHING ELSE TO BUY!)



LOW POWER BROADCAST CO.

520 LINCOLN HWY. FRAZER, PA. 19355 (215) 644-4096

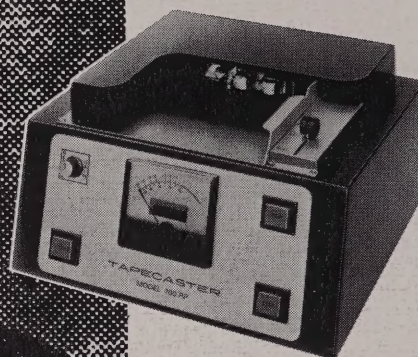
**INTERCOLLEGIATE
BROADCASTING
SYSTEM**

Business Manager
P. O. Box 7405
Winston Salem, N.C. 27109

STILLWATER, OKLAHOMA 74074

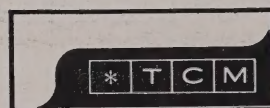
Return Postage Guaranteed

TAPECASTER T C M

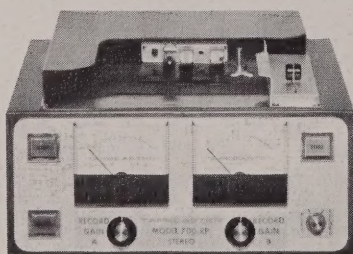


*MARCONI would have
wanted it that way...*

We think the inventor of the radio would have liked the TAPECASTER cartridge machine. We were a little too late to get Marconi's opinion, but what really matters is what our customers think of it and they like it.

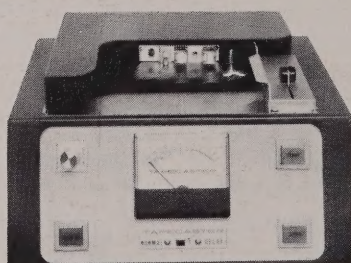


TAPECASTER® TCM, INC.
Box 662 — 12326 Wilkins Avenue, Rockville, Maryland 20851
Phone: 942-6666 Area code 301



Model 700-RPS

Solid state stereo
combination
record-playback unit



Model 700-RPD

Solid state combination
record-playback unit
for delayed programming



Model 700-P

Solid state playback unit